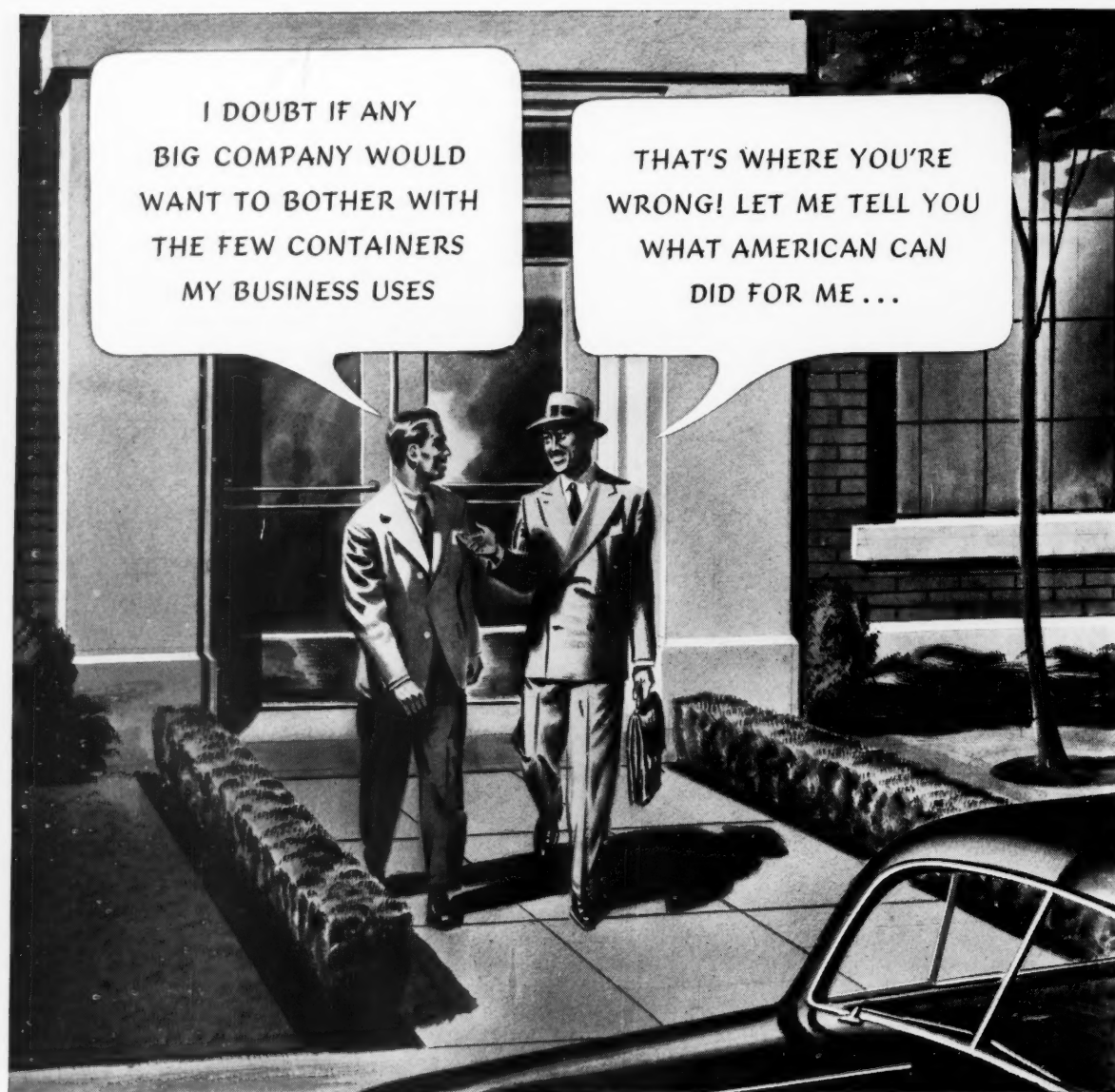


MODERN PACKAGING



JULY 1940



I DOUBT IF ANY
BIG COMPANY WOULD
WANT TO BOTHER WITH
THE FEW CONTAINERS
MY BUSINESS USES

THAT'S WHERE YOU'RE
WRONG! LET ME TELL YOU
WHAT AMERICAN CAN
DID FOR ME...

I was a little fellow, too. But American Can Company wanted my business. They not only *wanted* it but they wanted it *enough* to help me lay out my plant to save money on packaging. They even helped me decide what type of container was best for my use. That was 10 years ago. Now I've grown to be a pretty fair customer. I'm strong for the service you get from American Can Company."

PACKAGING PROBLEM? Call in American Can Company.



AMERICAN CAN COMPANY, 230 PARK AVENUE, NEW YORK, N. Y.
104 SO. MICHIGAN AVE., CHICAGO • 111 SUTTER ST., SAN FRANCISCO



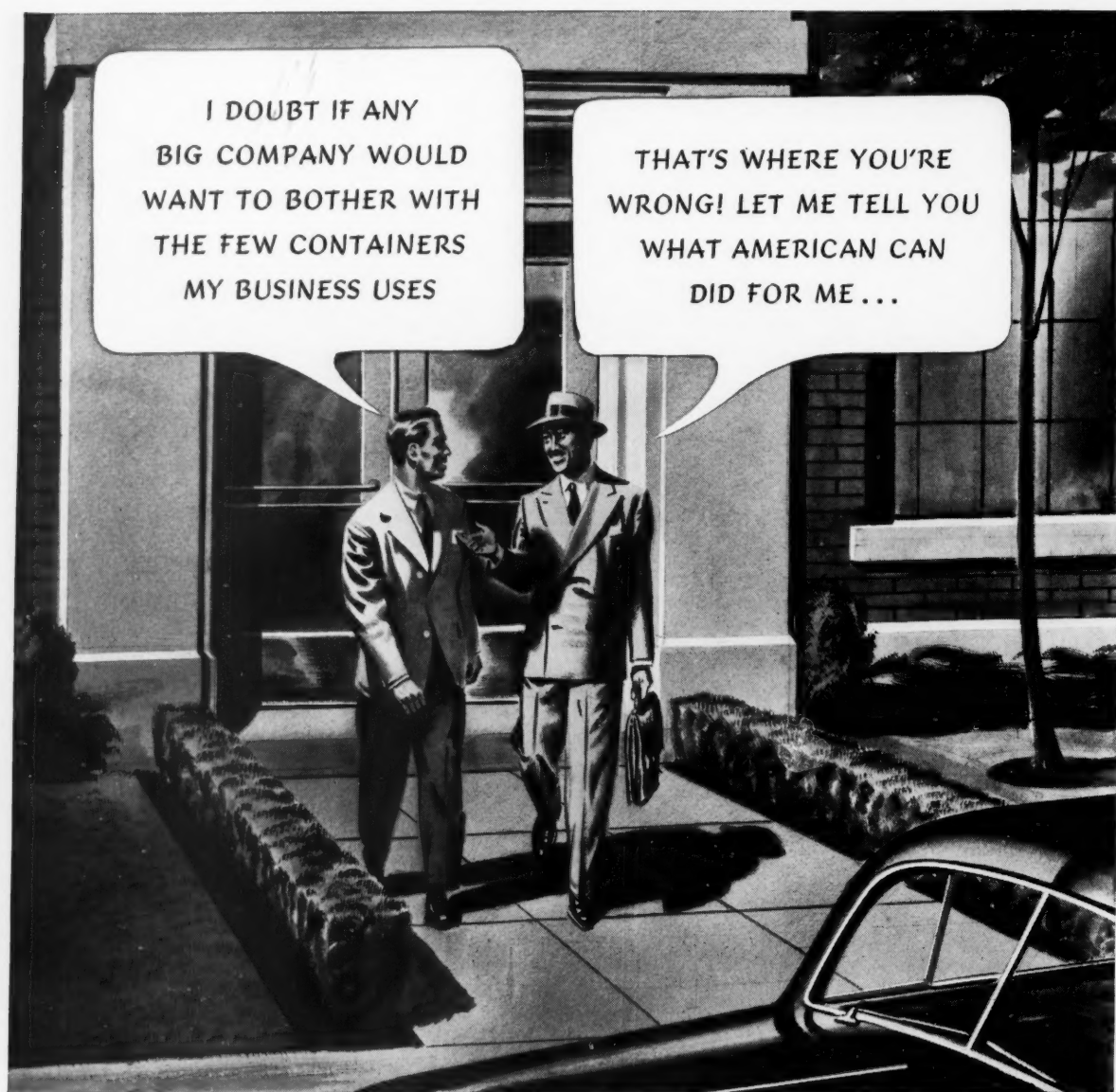
AT 5 P. M. — Monday through Friday — productive machinery comes to a halt in many plants throughout the land. Work tables and desks are cleared. Switchboards are closed. Soon buildings are shrouded in silence . . . and watchmen begin their lonely rounds. Business is finished for the day. But work, in many instances, goes on as usual. There are salesmen who will spend part of the evening reviewing the day's calls and planning the morrow's. Top executives will, in the privacy of their studies, seek the solution to problems which overflowed from the day's full schedules. Engineers, clerks, truck drivers, department managers will interrupt leisure-time activities to give thought to some of the duties connected with their jobs. And it will always be so — as long as there are earnest, energetic men eager to add to their own accomplishments and to those of the business organizations of which they are a part. Through the efforts of such men, one of the most important accomplishments in the history of the Phoenix Metal Cap Co. was made possible — the development of the rubber composition sealing gasket which is a part of the Phoenix Compo Cap. Until 1906, we imported our supply of rubber composition. In that year Mr. J. S. Giles, founder of our organization, traveled to Europe, learned methods of manufacturing rubber composition and obtained power machinery for inserting gaskets made from rubber composition in closures. In 1907, we began the manufacture of our own rubber composition. From the beginning we sought improvements — first in the

product itself. After long and painstaking experimentation, we have developed the formula and methods by which are produced the efficient gaskets found in the Phoenix Compo Cap. Secondly, we sought a new method of applying the composition gasket to the inside of the lid of this closure. At first, we followed the usual procedure — and made the composition into tubes, from which gaskets were cut and adhered to the inside of the lid. This was a slow operation, and a large area of floor space was necessary to accommodate the equipment to perform it. After a long period of experimental work, we succeeded in 1920 in perfecting equipment for flowing rubber composition in liquid form into the gasket channel of the lid of the Phoenix Compo Cap . . . one of the most noteworthy developments in metal cap manufacture. Briefly, this is an outline of the steps by which the sealing gasket within the Phoenix Compo Cap has achieved its present status — as an integral part of the lid — as a sealing medium for all methods of packing: processing, sterilizing and hot sealing; vacuumizing and cold sealing — as an odorless, tasteless substance which will not impair the flavor of the most delicate foods. Men, experienced in the exacting requirements of metal caps and their component parts, have contributed unstintingly of their time and thought that the gasket in the Phoenix Compo Cap might achieve its present day efficiency. In the future, they and others will continue to strive for its improvement just as energetically and voluntarily . . . after as well as during business hours.

PHOENIX METAL CAP CO.

CHICAGO, ILL. • BROOKLYN, N. Y.

Branch Offices: Philadelphia, Baltimore, Boston, Cleveland, Cincinnati, St. Louis, San Francisco and Los Angeles.



I DOUBT IF ANY
BIG COMPANY WOULD
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Branch Offices: Philadelphia, Baltimore, Boston, Cleveland, Cincinnati, St. Louis, San Francisco and Los Angeles.

MODERN PACKAGING

C. A. BRESKIN, Publisher

A. Q. MAISEL, Editor

JULY 1940

VOLUME 13 NUMBER 11



AUGUST

The science and technique of packaging has been advanced at so rapid a rate that Modern Packaging will accord it a special recognition in the August issue—a Technical Issue. An extended series of special articles have been prepared for Modern Packaging by technical experts responsible for the development of new—and heretofore unpublicized—forms of packages and packaging processes. Production men, laboratory men and all those concerned with a choice of packaging processes, packaging materials and packaging methods will find this August issue a reference book of permanent value.

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Published the 1st of each month by Breskin Publishing Corporation, 122 East 42nd St., Chanin Building, New York, N. Y. Telephone Ashland 4-0655. Western office, 221 N. LaSalle St., Room 1338, Chicago, Ill. Telephone Randolph 6336. Publication office, Twentieth and Northampton Sts., Easton, Pa. Also publishers of Packaging Catalog, Modern Plastics, and sponsors of the Permanent Packaging Exhibit.

P. H. BACKSTROM,	Advertising Mgr.	ALAN S. COLE,	General Manager	M. A. OLSEN	Eastern Mgr.
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Subscription \$5.00 per year in United States. Canadian, \$5.00. Foreign, \$6.00. Price this issue, 50c per copy. Copyright 1940 by Breskin Publishing Corporation. All rights reserved. Printed in U. S. A. Member of the Audit Bureau of Circulations. Acceptance under the Act of June 5, 1934, at Easton, Pa. Authorized October 7, 1936.

KIMBLE GLASS VIALS

Product IN!



While salesmen cool their heels in the waiting room, Kimble Glass Vials—carrying samples of your products by mail—are delivered to the desk of the man you want to reach!

For A NEW VERSION OF YOUR *OLD* PACKAGE
A RAPID ACCEPTANCE OF YOUR *NEW* PRODUCT

*Consult
Kimble*

© 1940, KIMBLE GLASS CO.



Not 1...but 2

advantages when your
package wears this band!



IT'S good business to give your package added dash and eye-appeal with a bright "Cel-O-Seal" cellulose band. It's smart salesmanship, too. Because these trim bands mean an *extra* safeguard against tampering, contamination, and leakage. Your customers want that added assurance of purity of contents.

Costing but a fraction of a cent each, colorful "Cel-O-Seal" bands are an economical means of catching customers' eyes! And, you don't need any extra machinery or equipment . . . they are quickly and easily applied by hand.

Want to see how "Cel-O-Seal" bands give your package that added spark of attractiveness and genuineness? Just send us a sample bottle complete with closure. We'll gladly do the rest . . . and at no obligation.

DU PONT

CEL-O-SEAL

TRADE MARK

BANDS

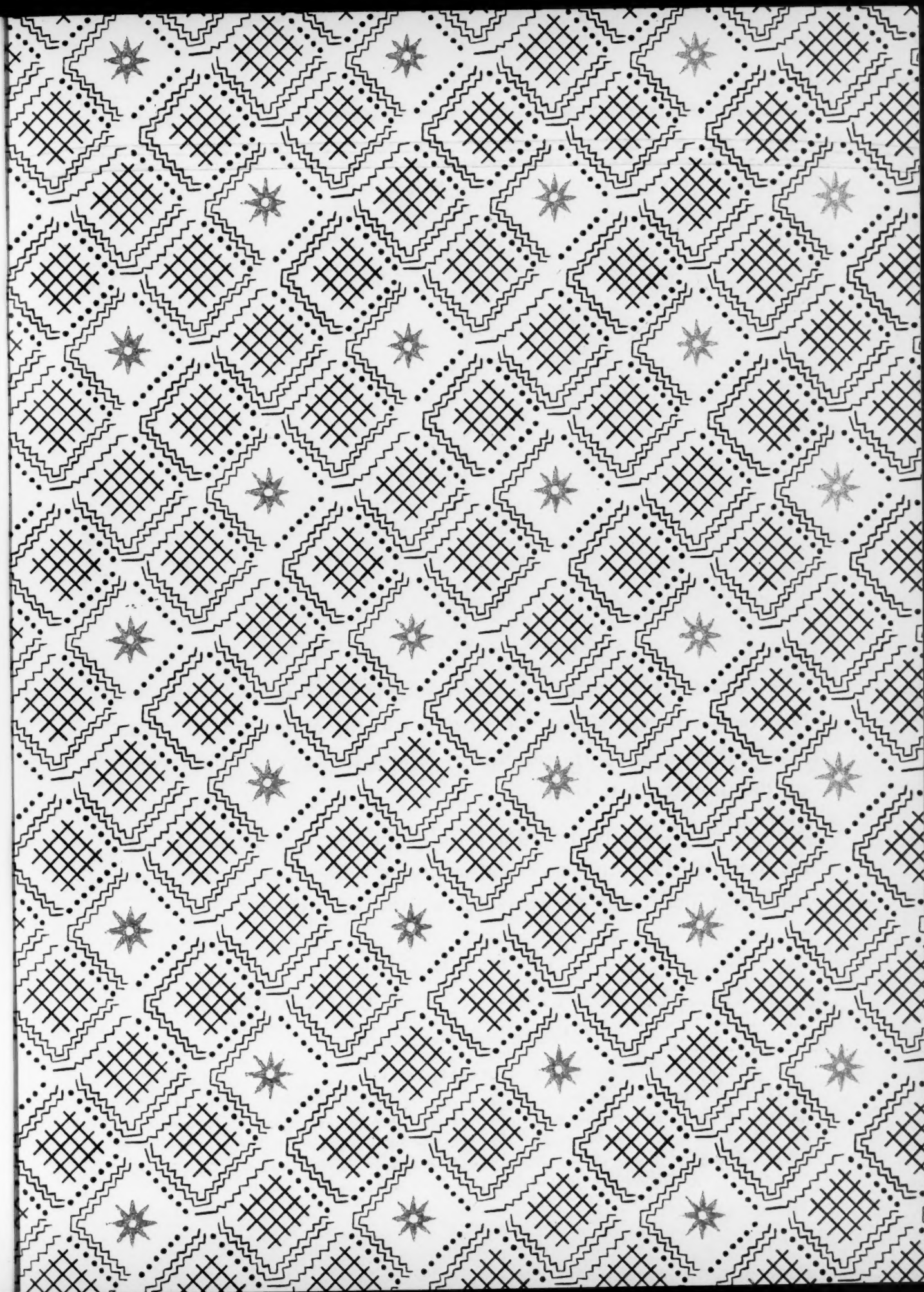
Sold by

E. I. DUPONT DE NEMOURS & CO. (INC.)
"CEL-O-SEAL" SECTION
Empire State Building, N. Y. C.

ARMSTRONG CORK COMPANY
GLASS & CLOSURE DIV., Lancaster, Pa.

I. F. SCHNIER COMPANY
693 Bryant Street, San Francisco, Cal.

Visit the Du Pont "Wonder World of Chemistry" exhibits at the New York World's Fair . . . and on the Boardwalk at Atlantic City



POPULAR VELVET PRINT

COLONIAL STAR C-64-G

This colonial box paper is well adapted for many different types of boxes. It may be had in strong colors or delicate tints depending upon whether it is to be used for the cover or the lining of a box.

Sample work sheets are ready to be mailed, in assorted color treatments. Just write us a letter saying where you want them sent and they will go forward without charge.

HAMPDEN

GLAZED PAPER AND CARD COMPANY

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SALES REPRESENTATIVES

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INDEPENDENT AND HELPFUL



Emphasis on Design

Today's smart new containers are designed to produce more sales. Competition is forcing this change-over to better packages in every line of business.

Perhaps you are considering an improvement in your own line of metal containers. If so, Crown

is able to offer you an outstanding service. A staff of competent artists will be glad to render practical assistance.

Crown is winning a fast-growing patronage by helpful service, prompt deliveries and all-round quality in the finished containers.

CROWN CAN COMPANY, PHILADELPHIA, PA.

Division of Crown Cork and Seal Company

BALTIMORE ST. LOUIS HOUSTON MADISON ORLANDO
FORT WAYNE NEBRASKA CITY

CROWN CAN



NO SCOUT KNIVES *with* MODERN PACKAGING

Sorry, dear readers, but we have no premiums to offer, no coupons to save. We don't offer free bicycles or even free bicycle rides, nor scooters nor boy scout knives.

All we've got to give is a complete, month-by-month report, chronicle and survey of every important happening in every nook and cranny of the broad packaging fields. Production men, merchandise men, manufacturers, designers, sales executives, advertising managers in nearly 40 different industries use Modern Packaging as their idea-freshener, the magazine that keeps them in touch with vital progress in packaging which is one of the single most important fields in modern merchandising.

Packaging is a four-billion-dollar industry, and Modern Packaging is the only ABC publication serving all of its varied activities: machines, materials, methods, men, are all reported in translation, the new type of trade journalism introduced by Modern Packaging. Translation means, simply, interpreting the happenings of one field in such a way that they are meaningful to all. A new tobacco package or process may have wide possibilities among dry cereals, coffee or any other similar products. Modern Packaging's editorial staff is trained to apply events so that they are useful to all its readers.

Subscriptions: 1 year (12 issues) \$5. 2 years (24 issues) \$8.

MODERN PACKAGING

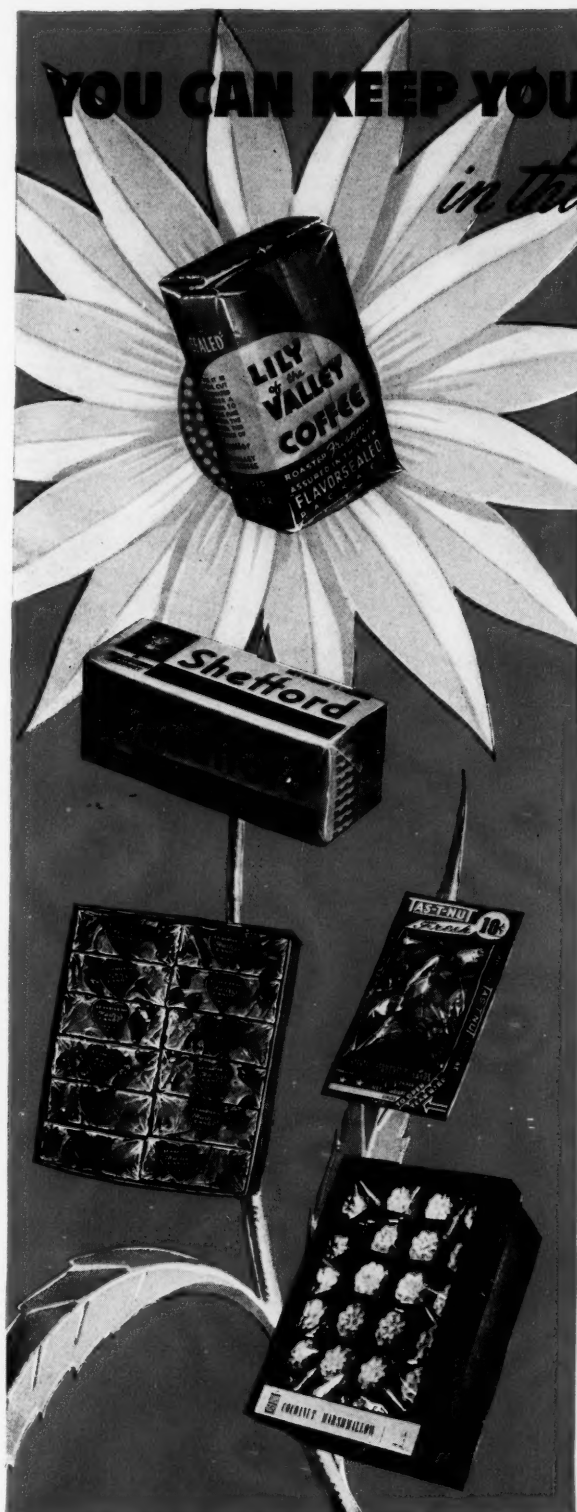
The only ABC paper covering packaging

Chanin Building 122 East 42nd Street New York City

6 MODERN PACKAGING



YOU CAN KEEP YOUR PRODUCT FRESHER
in this Prize-Winning Wrap!



DOES the quality of your product depend upon its retaining its inherent moisture—do you wish to keep it from drying out? Or must it be kept absolutely dry—free from moisture absorption?

In either case the safest transparent wrap is Pliofilm—Goodyear's tough, durable, transparent wrapping material that is vapor-moisture-water-proof!

Because it resists the passage of moisture in any form, because it heat-seals airtight, a Pliofilm wrap keeps your product just the way it should be until it reaches the consumer. Its crystal clearness gives high visibility that helps sales. It is extremely tough and tear-resistant.

The easiest way to convince yourself of Pliofilm's superiority is to submit your package for a test wrap. Send it to Pliofilm Sales Department, Goodyear, Akron, Ohio.

Your best bet for Packaging

CHEESE	COOKIES	MARSHMALLOWS
CANDY	COFFEE	NUT MEATS
CRACKERS	DRINK POWDERS	POPCORN
CAKES	DRIED FRUITS	POTATO CHIPS

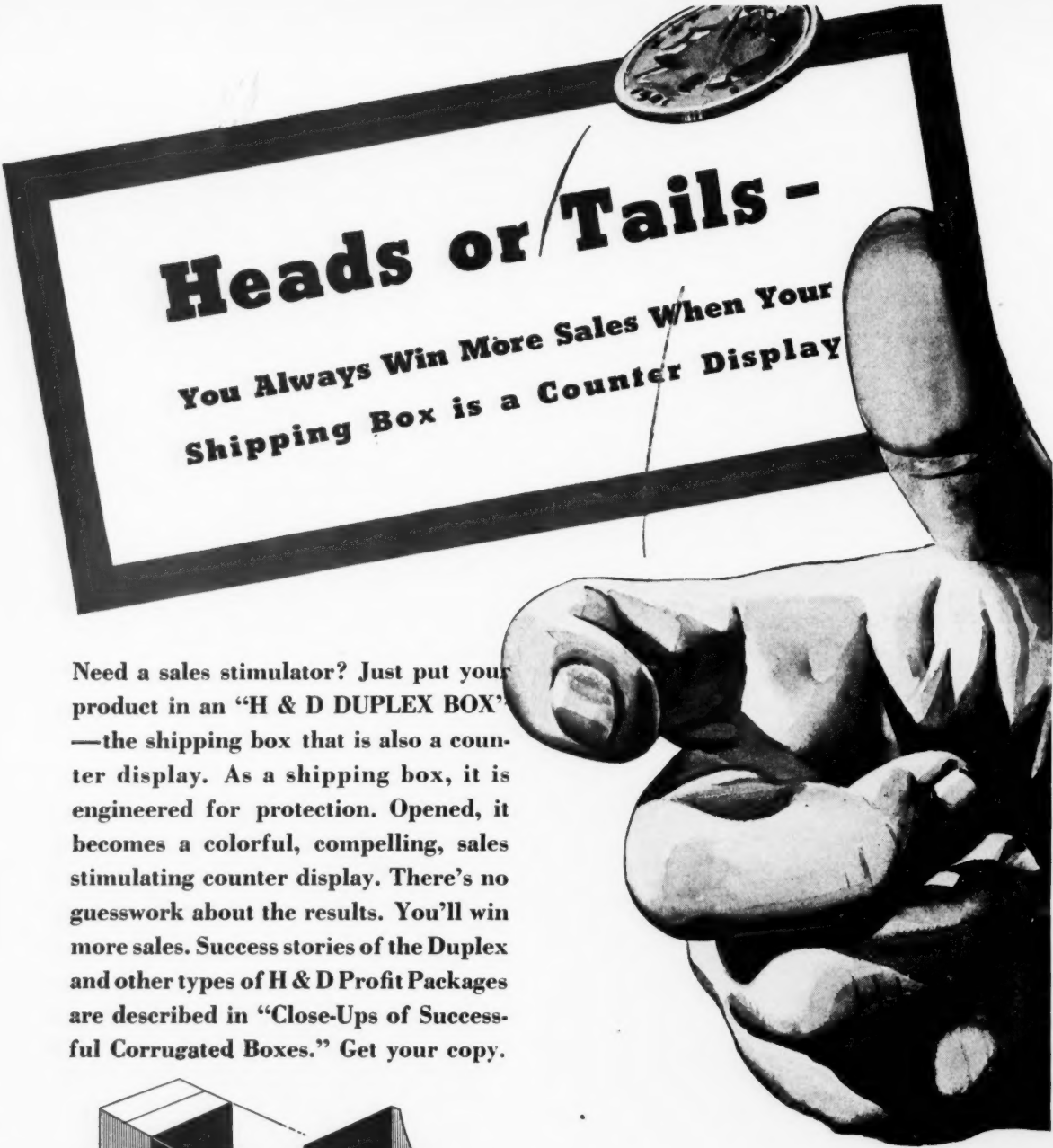
and all food products requiring moisture-protection

THE BEST THINGS COME SEALED IN

GOODYEAR Pliofilm

Plioilm—T. M. The Goodyear Tire & Rubber Company

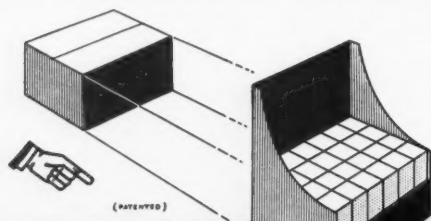
JULY • 1940 7



Heads or Tails -

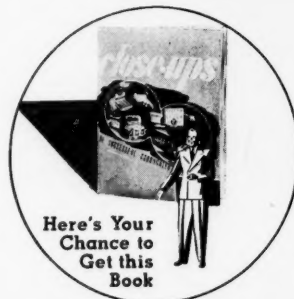
You Always Win More Sales When Your
Shipping Box is a Counter Display

Need a sales stimulator? Just put your product in an "H & D DUPLEX BOX"—the shipping box that is also a counter display. As a shipping box, it is engineered for protection. Opened, it becomes a colorful, compelling, sales stimulating counter display. There's no guesswork about the results. You'll win more sales. Success stories of the Duplex and other types of H & D Profit Packages are described in "Close-Ups of Successful Corrugated Boxes." Get your copy.



YOUR BEST MERCHANDISING DISPLAY

Better See H & D
... AUTHORITY ON PACKAGING



HINDE & DAUCH • Executive Offices, 4014 Decatur St., SANDUSKY, OHIO

Factories in Principal Cities • Canadian Address: Toronto, Ontario

NOTE THE DIFFERENCE IN
GLOSS AND APPEARANCE
UNCOATED
READ THE FULL STORY
ON THE FOLLOWING PAGE
PLIOLITE
COATED



GOOD  YEAR

PLIOLITE

LABEL
COATINGS



CUT YOUR PACKAGING COSTS WITH

GOOD  YEAR

PLIOLITE



LABEL COATINGS

TYPICAL PLIOLITE-PROTECTED PACKAGES — both cardboard and fibre-bodied cans.



Do you know that inherently moisture-hungry products such as salt, cocoa and the like can now be better packaged in all-fibre containers or fibre-bodied cans rendered moisture-vapor proof with Pliolite® label coatings.

This is because a Pliolite-coated label has 99% greater resistance to moisture than the same label uncoated. Exhaustive tests show that the moisture-vapor transfer through a Pliolite-protected label is only 1% of that occurring in non-coated stocks.

Pliolite coatings greatly enhance the gloss and appearance of the label, too, as you can see on the preceding page.

Their high degree of moisture-vapor resistance makes it possible in many cases to substitute fibre for metal—at a considerable saving in packaging cost.

Pliolite coatings can be applied to all types of glassine papers. It not only gives them maximum moisture-vapor proofness but increases their strength and toughness. Pliolite-coated glassine papers are easily converted into any type of bag container by adhesives or heat-sealing. Sources of Pliolite-coated glassine paper will be furnished on request.

Ready-mixed combinations of paraffin and Pliolite, known as Pliowax, possessing the same important advantages are available for use where hot-melt coatings are employed. If you have a difficult packaging problem, let us tell you more about the many savings you can make with Pliolite. Write: Pliolite Sales Department, Goodyear, Akron, Ohio.

*PLIOLITE is a registered trade-mark of The Goodyear Tire & Rubber Company

GOOD  YEAR

RIEGEL PAPERS AT WORK



Can a pretty package sell merchandise? Some things — sometimes — but the tremendous sales volume behind the products you see in the average grocery store is built on one thing — repeat sales. This repeat volume can't be won with a clever trick. It must be gotten the hard way — by thorough and painstaking attention to every possible angle in production, distribution, advertising and sales. This requires an attractive package, of course, but it also necessitates a package that will help repeat sales by preventing any possible product deterioration — loss of flavor, mold, sogginess, rancidity, leakage, infestation, freezer burn, etc. This is the part of the packaging picture where so many Riegel Papers are quietly and effectively doing their part for the volume sales leaders of the food field. Walk into any grocery store and you can find them at work — without fanfare or ballyhoo — in cartons, bags, wrappers — even in tins and bottles — helping to sell the nation's food supply. Perhaps they can also be of assistance in your sales problem. Ask us today.

RIEGEL PAPER CORPORATION, 342 MADISON AVE., NEW YORK, N. Y.

WANT

**ABOUT 20 PACKERS
OF QUALITY DOG FOODS -
TO DISCUSS A NEW
MERCHANDISING
PROGRAM**



ITED!

● Of the more than 150 packers of prepared dog foods in the United States, it is generally conceded that about twenty market a product high enough in quality or appetizing enough in appearance to find this advertisement of interest.

To these twenty-odd, we have a practical, profitable merchandising suggestion to make. Briefly, it is this: *pack and merchandise your product* in glass to widen your markets, obtain new distribution outlets and gain and hold new consumer acceptance and lift your product out of the highly competitive group and thus, increase your profits.

To the ultimate retail buyer of dog foods, the advantages of a glass package are obvious. It affords the pet owner an opportunity to examine the texture, color and apparent quality of her purchase—to see what she's buying. Dog foods are more easily removed from a glass container. And since the average dog consumes only half a container of food per feeding, the glass package makes possible an exact division of the contents, dish or jar for refrigerator storage.

To the veterinary and the grocer, the glass package offers equally potent sales arguments. It will not rust in storage, is clean and sanitary and makes an excellent, eye-compelling display.

But to the packer of dog foods, the glass package presents its greatest advantages. It stamps a brand with the definite mark of *Quality*. It places that brand beyond the effectiveness of competitive claims, because it *shows* the customer what competition simply *tells* about. It gives the retailer added incentive to display and feature that brand—something new to talk about! And finally, the glass package costs no more than other, less desirable types of containers.

Let us give you the complete facts and figures—tell you more about the advantages and added profits to be gained by merchandising your dog food in an attractive Anchor Hocking glass container, sealed with an Anchor Cap. The switch to glass is easy, quick and inexpensive. We can supply the necessary containers, closures, sealing equipment and retort controls. Be one of the first to capitalize on this modern, more profitable merchandising program. Write—or wire—now!

ANCHOR HOCKING GLASS CORPORATION, Lancaster, Ohio
Closure Subsidiary: ANCHOR CAP & CLOSURE CORPORATION
Long Island City, N.Y. and Toronto, Canada

ANCHOR HOCKING
-an unbeatable combination-





"This carton tip was worth thousands of dollars to me

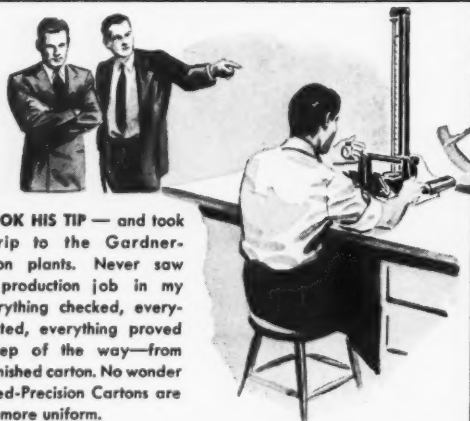
... so I'm passing it on to you"



1 A COUPLE OF YEARS AGO, my office was headquarters for carton troubles. I got complaints from our sales department because our packages looked lifeless. I got squawks from our production department because there were too many leakers, too many jam-ups in the filling machines.



2 RETURNING FROM A CONVENTION, last spring, a man in the club car gave me a tip. He suggested that I investigate Engineered-Precision Cartons made by Gardner-Richardson. Told me he bought them by the millions. Said they cut filling machine waste to almost nothing—even helped increase sales.



3 I TOOK HIS TIP — and took a trip to the Gardner-Richardson plants. Never saw such a production job in my life. Everything checked, everything tested, everything proved every step of the way—from pulp to finished carton. No wonder Engineered-Precision Cartons are brighter, more uniform.



4 MY DESK IS CLEAN of carton troubles now. Sure takes a load off a man's mind to know those Precision-Engineered Cartons always come through right—shipment after shipment. Right in size, caliper, weight and sealing qualities—and they're always brilliantly printed on a custom-made board.

Take a tip from some of the nation's leading merchandisers of packaged goods—look into the possibilities of Gardner-Richardson Engineered-Precision Cartons. As a means of lowering your production costs. As a means of increasing your sales. Write.



THIS SYMBOL is your assurance of greater uniformity, higher quality, better appearance, better product protection—profit and satisfaction.

The GARDNER-RICHARDSON Co.

Manufacturers of Folding Cartons and Boxboard
MIDDLETOWN, OHIO

Sales Representatives in Principal Cities: PHILADELPHIA • CLEVELAND • CHICAGO • ST. LOUIS • NEW YORK • BOSTON • PITTSBURGH • DETROIT

FRU-DRI STEPS AHEAD WITH REYNOLDS METAL

Fru-Dri
FOR MAKING SOFT DRINKS,
SHERBETS, ICE CREAM, ETC.



NOT LESS THAN 1 1/2 OZ.

NET WEIGHT

FRU-DRI INGREDIENTS: DEXTROSE, GRANULATED SUGAR, CITRIC ACID, PURE
FRUIT FLAVOR, SODIUM BICARBONATE, U. S. CERTIFIED FOOD COLOR.

MARIANNE PRODUCTS INC.
CHARLOTTE, NORTH CAROLINA

The problem was to get a small-unit container,
moisture- and heat-proof to protect the tasty
fruit crystals of this popular beverage mix.
The new D.W. Heat Sealed Reynolds Metal
envelope is the answer.
It's moisture proof, light proof, heat proof,
insect proof, easy to open.
And in addition to this more positive protec-
tion, Reynolds Metal adds the enormous lev-
erage of **immediate impact** to the package
at the point of sale.
In order to see what this entirely new kind of
packaging can do for your product, why not
let Reynolds Metal submit a design? No ob-
ligation, of course.



Her clothes are so designed that she is always seen
in the best places.

ORA E. ANDERSON

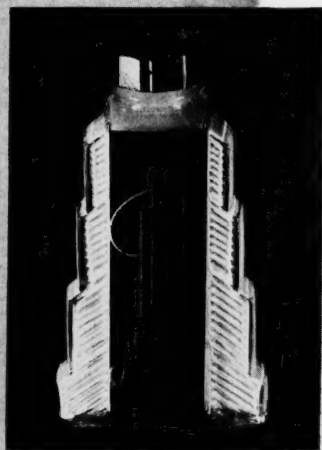


A Carr-Lowrey glass container can display your product so that its best features strike the eye and penetrate right to the pocketbook nerve. Carr-Lowrey containers also have the faculty of getting your product in the "right places"—the places where most money is spent.

For each Carr-Lowrey glass container is designed with an eye to *Attractiveness*. Carr-Lowrey encases your product not merely in glass—but also in *class*. Makes it *belong* in the finest package company.

And the rest of Carr-Lowrey's famous "three-point service"—*Practicability* and *Economy*—takes care of the remainder of your package problems.

A Carr-Lowrey consultation costs nothing, involves no obligation, holds untold possibilities for package improvement.



← All the modernity of the 20th Century's skyscrapers is incorporated into this distinctive bottle designed and produced by Carr-Lowrey's "3-point service." Black label further accentuates whiteness of the bottle's contents.

Carr-Lowrey Glass Co.


Factory and Main Office: BALTIMORE, MD.

New York Office: 500 Fifth Avenue • Chicago Office: 1502 Merchandise Mart

MORE *Sales* WITH
TRANSPARENT DISPLAY CABINETS
by PILLIOD



THE PILLIOD CABINET COMPANY • SWANTON, OHIO



"NATIONAL" too, rushes on
into the future, with eyes trained
on a swiftly changing picture of
Container style . . setting the pace
with practical design and effective
Package display. ★ Capable and
resourceful . . original in creative
ideas . . expert in Container-making
fundamentals . . **"NATIONAL"**
Container Service features . .

Firm Hands at the Throttle..
CLEAR VISION Ahead!

CORPORATION

PLATE CORPORATION
STREET • NEW YORK
CHICAGO • BOSTON • D

"PACKAGED IN ETHOFOIL" That's Smart Merchandising!

Products displayed in ETHOFOIL® packages are merchandised to their best advantage—for ETHOFOIL never wrinkles or warps—never becomes brittle even at low temperature or low humidity and doesn't become discolored from light.

Ethofoil (Dow Ethyl Cellulose Film) is the latest development in transparent product packaging. It is the only packaging material that offers these outstanding advantages: dimensional stability, stability to light and aging, and low temperature flexibility.

Ethofoil is available in thicknesses ranging from .001" to .020", both in sheets and rolls up to 25 inches wide. Fabrication methods which are low in cost, include adhesives and drawing and because of extreme toughness, ETHOFOIL will not crack during the fabrication process. ETHOFOIL presents no problems to the printer as it is notable among all foils for easy printability.

For more complete information and specifications write to the Cellulose Products Division of:

THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN

*Trade Mark

DOW

To the handbag package illustrated above, designed by W. C. Ritchie & Co., Ethofoil contributed these outstanding advantages:

- DIMENSIONAL STABILITY
- EXTREME TOUGHNESS
- FLEXIBILITY AT LOW TEMPERATURE AND LOW HUMIDITY



Meet the only organization of its kind

There are several can manufacturers. A number of companies make glass jars and bottles. But just one organization makes *both glass and metal* containers — and that's Owens-Illinois.

If you market packaged products, this unique combination offers definite advantages:

At Owens-Illinois, metal and glass are not competitive but complementary—each a part of our full-rounded packaging service.

We give you impartial, sincere counsel on packaging your products for efficiency at your plant and sales-power at the point of purchase.

We can complete your packages with O-I molded-plastic and metal closures that win customers' thanks. What's more, we can deliver your containers in O-I corrugated shipping cartons.

To every Owens-Illinois customer we offer the services of the nation's most comprehensive Packaging Research Laboratory, fact-finder for both metal and glass. Our packaging specialists are as adept at solving filling-line problems as they are at designing sales-winning containers.

If you need the answer to any packaging question or want fresh ideas, it will pay you to ask us in.

OWENS-ILLINOIS

Packaging Service

GLASS CONTAINERS • METAL CONTAINERS • CLOSURES • SHIPPING CARTONS

Owens-Illinois Glass Company, Toledo • Owens-Illinois Can Company, Toledo
Libbey Glass Company, Toledo • Owens-Illinois Pacific Coast Company, San Francisco

LUMARITH PROTECTOID
—always sweet music to the ears
of any sales department—scores
another packaging “first”! Music
dealers all over America now know
the plus value of record albums
wrapped in Lumarith Protectoid.

Credit for the introduction goes
to Columbia Records . . . and we
couldn't resist the temptation to
reproduce the introductory letter
written by Columbia's Sales Promo-
tion Director, Mr. Patrick Dolan.
Here it is at the right. A two-page
letter topped with a sheet of crys-
tal-clear Lumarith Protectoid, it
was sent to a nation-wide list of
Columbia distributors, along with
a sample of the new Strauss album
wrapped in Lumarith Protectoid.

And what a response it received!
Distributors didn't hesitate to add
their praises of Lumarith Protectoid
and its outstanding sales appeal.

From a Detroit distributor: “I want you to know that
we are highly enthusiastic over the use of Lumarith
in packaging the new Strauss album.

“This immediately reveals to the customer the
beauty and attractiveness of the album itself and
will be a great sales help. You and your associates
are certainly to be commended for this . . . another
step in the march of Columbia.”

From Chicago: “You have certainly developed a very
attractive wrapping and one that should have a
definite appeal. I want to congratulate you on it.”

From San Francisco: “Our stock of Strauss albums
has been received and we have met Mr. Lumarith.
It is certainly all that you claim.

“Samples are being supplied to all of our salesmen
and we have every reason to believe that this will
be the most popular album we have ever offered
our record dealers. You may rest assured that we
intend to push it to the limit.”

From New York: “The new album, in its experi-
mental wrapping, is decidedly a ‘knockout’ and the
dealers are certainly pleased with its appearance.”

And from us, as a closer, comes this.
Lumarith Protectoid never shrinks or
wrinkles . . . never warps or buckles. It is
water-proof, grease-proof, tasteless, odor-
less and non-inflammable. It does not
discolor or dry out with age. It is not
affected by extremes of temperature or
humidity. It cements easily and perma-
nently. It has a perfect printing surface.

If you buy packages, specify Lumarith
Protectoid. If you sell packages, use it!

Packaging Division, CELLULOID COR-
PORATION, 180 Madison Ave., New York
City. Established 1872. Sole Producer
of Celluloid and Lumarith. (Trademarks
Reg. U. S. Pat. Off.)

If you are working on a transparent
package . . .

Get in touch with
CELLULOID

also Headquarters
for **PLASTICS**

Dealers

For This Sensational

COLUMBIA RECORDING CORPORATION

A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.
BRIDGEPORT, CONNECTICUT

PATRICK DOLAN
DIRECTOR OF SALES PROMOTION

April 2, 1940

Dear Mr. Louchheim:

We'd like you to meet... Mr. LUMARITH.

Thanks to this enterprising gentleman, Columbia is
making the first real step forward in record album
packaging that's been made in twenty years! Be-
ginning with the Strauss Album (which by the way is
a corker) we're testing out this new, eye appealing,
sales making method of wrapping popular albums.

For months we've been experimenting with transparent
papers. We've tried dozens of different types ...
finally we made our choice and decided on an initial
test in New York. Manhattan dealers went for it --
hook, line and sinker! So did their customers. Now
we're giving it the acid test -- and trying it out
nationally.

A sample Strauss Album is on the way to you. Watch
Lumarith carefully. Get your dealers' reactions.
Find out what record buyers think of it. See how
fast it moves the merchandise.

Mind you it costs us more than Kraft paper. But
we think it's well worth it -- so long as it sells
albums. Now the rest is up to you. You tell us
what you think about it.

The manufacturer claims that Lumarith....

1. ..is a crystal clear transparent packaging
material
2. ..has absolutely grainless transparency,
hence provides complete visibility
3. ..is not affected by temperature or humidity
changes, therefore, does not stretch or shrink
4. ..is waterproof, germproof and vermin proof
thereby providing complete protection for
packaged merchandise

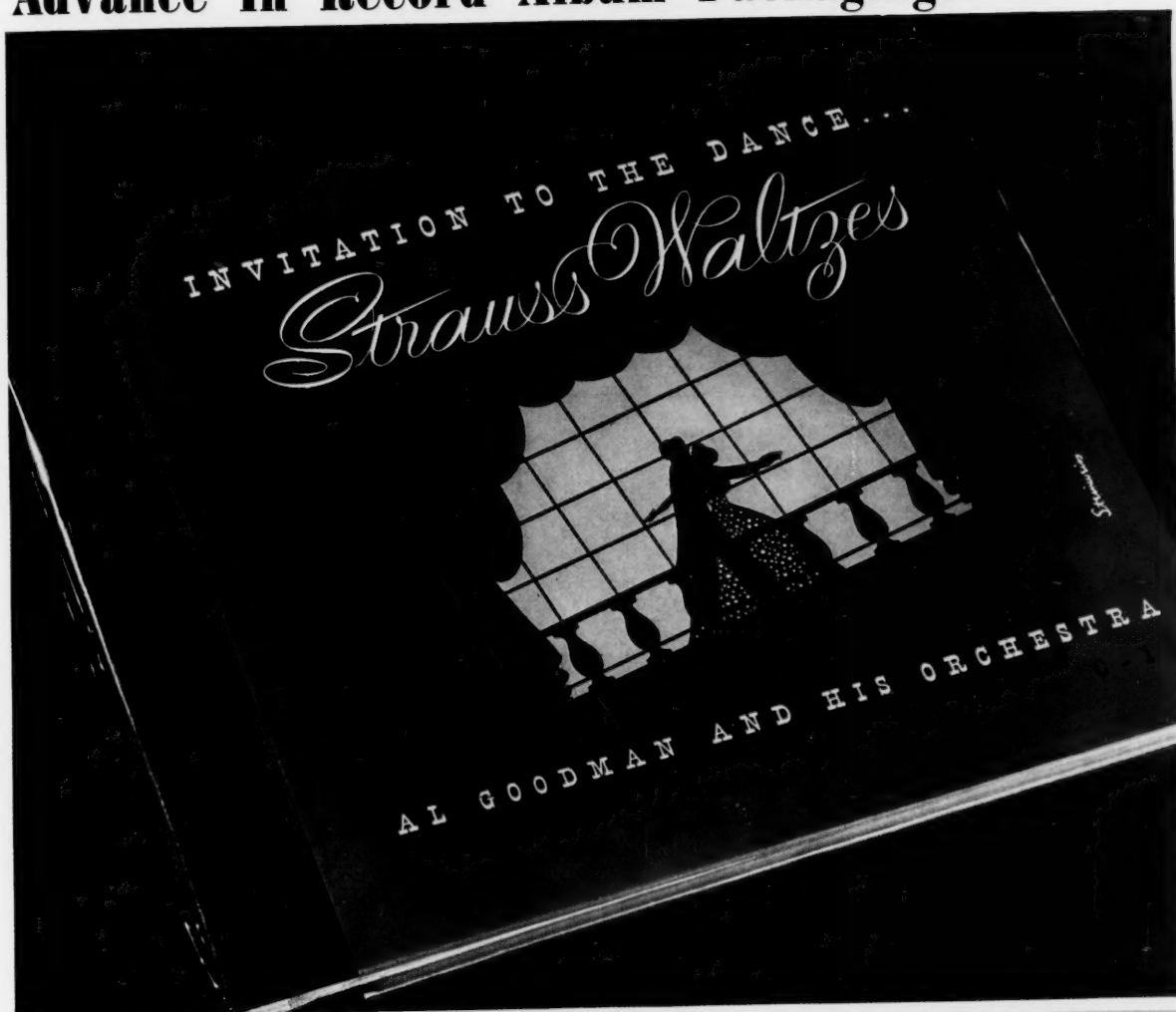


Cordially yours,

Patrick Dolan

Hail Columbia

Advance In Record Album Packaging!



LUMARITH PROTECTOID

REG. U.S. PAT. OFF.

At left: Before and After. Another Columbia album, photographed as it appeared in the old-style wrapper and as it now appears wrapped in Lumarith Protectoid. In Columbia's words, "it's the eye-appeal that gives 'em buy-appeal."

NOW! *COLORGATED

TRADE MARK



UNITED'S REVOLUTIONARY NEW 6-COLOR CORRUGATED



{ Provides corrugated strength and economy combined with fancy paper color and beauty. Is printed direct in attractive all-over designs in as many as six waterproof colors.



{ Is manufactured in all standard weights in both single and double faced board. Meets all specifications for freight, Parcel Post, and express shipments.



{ Is manufactured in a selection of Christmas and year-round patterns, in both sheets and stock boxes. Custom designs are available for any style boxes.



{ Can be supplied as finished boxes. In addition, sheets or slotted and scored blanks can be had for fabrication by local box manufacturers.

Don't forget..*Colorgated is inexpensive.

Seeing is Believing!

Don't take our word for it. Make our engineering department prepare samples and estimates to prove that Colorgated can save you money. No obligation, of course.

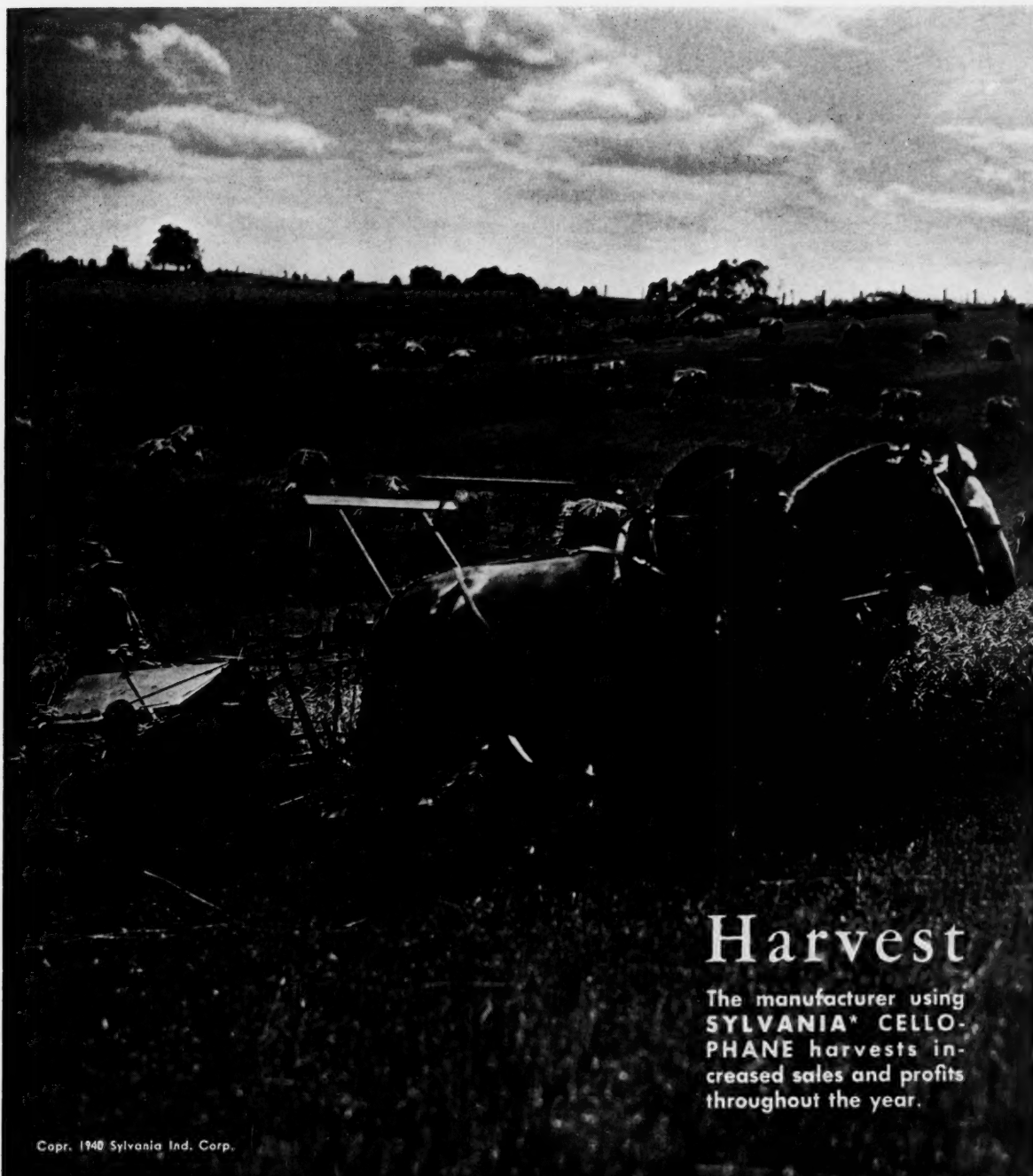
Write for free data bulletin, "What is Colorgated" today!

UNITED CONTAINER COMPANY

56th Street and Lancaster Avenue, Philadelphia, Pa.

PRODUCERS OF A COMPLETE LINE OF CORRUGATED BOXES,
SINGLE FACE ROLLS AND CORRUGATED SPECIALTIES

*COLORGATED is a trade mark identifying corrugated board and containers of our manufacture.



Harvest

The manufacturer using
SYLVANIA® CELLO-
PHANE harvests in-
creased sales and profits
throughout the year.

Copy, 1940 Sylvania Ind. Corp.

Sylvania Cellophane

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 E. 42nd Street, New York

Works: Fredericksburg, Va.

Branches or Representatives:

ATLANTA, GA.... 78 Marietta Street
BOSTON, MASS., 201 Devonshire St.
CHICAGO, ILL., 427 W. Randolph St.
DALLAS, TEX. 812 Santa Fe Building
PHILA., PA... 260 South Broad Street



Pacific Coast:

Blake, Moffitt & Towne
Offices & Warehouses in Principal Cities

Canada:

Victoria Paper & Twine Co., Ltd.
Toronto, Montreal, Halifax

SYLVANIA is a registered trademark for cellophane products manufactured by Sylvania Industrial Corporation

LET MRS. AMERICA TELL YOU:

I like **FEDERAL** **SPRAYERS** **SERVERS** because:



There you have the typical consumer reactions that are the basis of Federal Sprayers and Servers *proved popularity*: proved on the basis of millions of these sprayers and servers in actual use by millions of happy housewives!

These are the reasons why so many nationally famous products have reached new sales peaks with Federal Dispensers. Ideal for packaging or for premiums—and economical to use!

FEDERAL TOOL CORPORATION

CLOSURES WITH A FUNCTION

400 NORTH LEAVITT STREET

CHICAGO



Shown above are four of many attractive stock designs in Maryland Blue—(reading from left to right) the Squat Jar, Cabinet Square, Chesapeake Oval, French Square. All are available in a wide range of sizes. Write for sample. Also available in clear glass.

**GIVE YOUR PRODUCT
THE SALES ADVANTAGE OF**

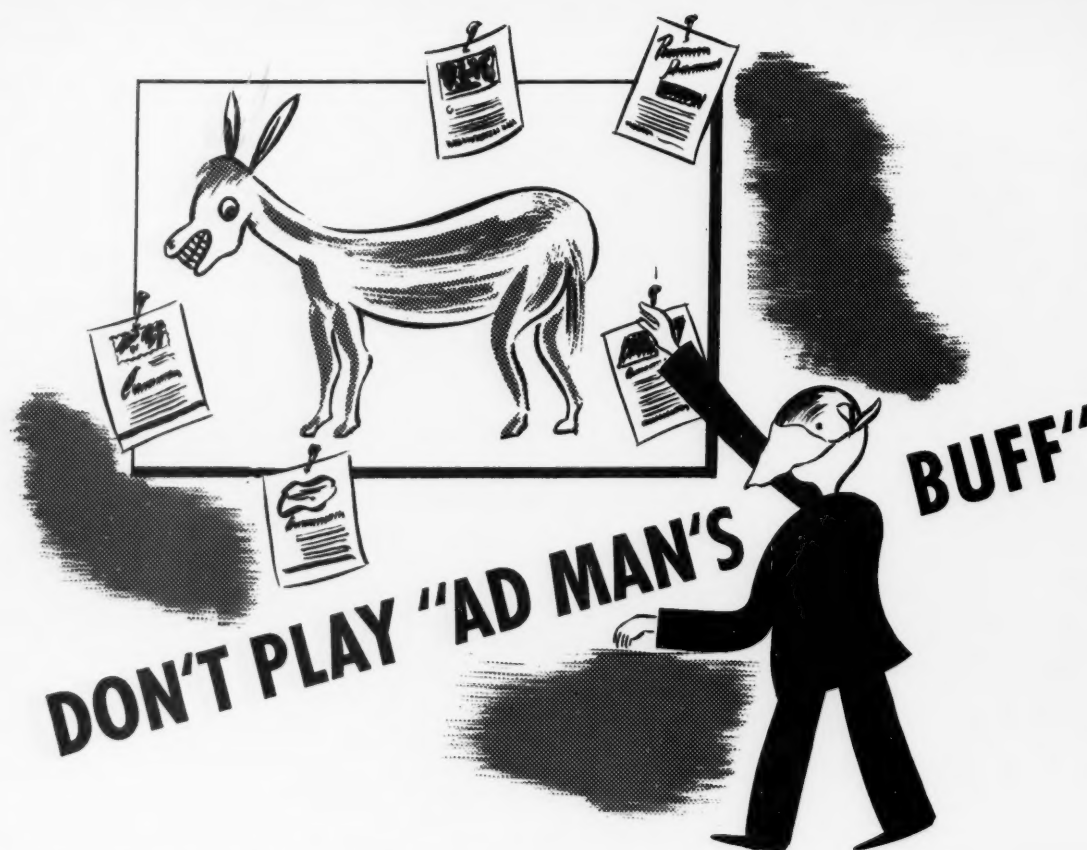
Color

Naturally COLOR stimulates sales—because it makes the product stand out on display. And COLOR identifies the product in the home—helps to insure repeat sales . . . When the COLOR is BLUE there is another important advantage because BLUE means quality—true blue, blue book, blue blood are symbols of distinction . . . Give your product COLOR to stop the eye—BLUE to start the sale.

PACK TO ATTRACT IN

*Maryland
Blue*

MARYLAND GLASS CORPORATION, BALTIMORE, MARYLAND
New York: 270 Broadway. . . Chicago: Berman Bros., 1501 S. LaRin
St. . . St. Louis: Carl Floto, 908 Clark Ave. . . Memphis: S. Walter
Scott, 435 S. Front St. . . Kansas City, Mo.: Aller Todd, 1224
Union Ave. . . San Francisco: Owens-Illinois Pacific Coast Company.



Like to know what you're getting for your money?
Like to know who's reading your advertisement?

Then you *don't* like to play "ad man's buff" with your advertising appropriation.

Then you want to advertise in the *1941 Packaging Catalog*, like all the other important firms selling all types of packages, materials, equipment and supplies to those industries in which packaging, in all of its ramifications, is an important factor.

For only the *Packaging Catalog* (which is the *only* packaging catalog) has the unique distribution system whereby your own customers, and the choice customers of all suppliers to the industries, get the book. You are assured that the important execu-

tives in the firms you want to reach read your advertisement.

And you know that they'll be consulting the *Catalog* all through the year on their purchases, just as they always have in the past. We have thousands of letters on file attesting to the fact that, because the *Packaging Catalog* contains everything they want to know (including the advertising messages of the leading suppliers to the industry) about packaging, because it is the only compendium of packaging information, leading executives do hundreds of thousands of dollars worth of packaging purchasing through the *Catalog*.

Space rates on request. Early reservation means more time to prepare a better advertisement.

1941 Packaging Catalog

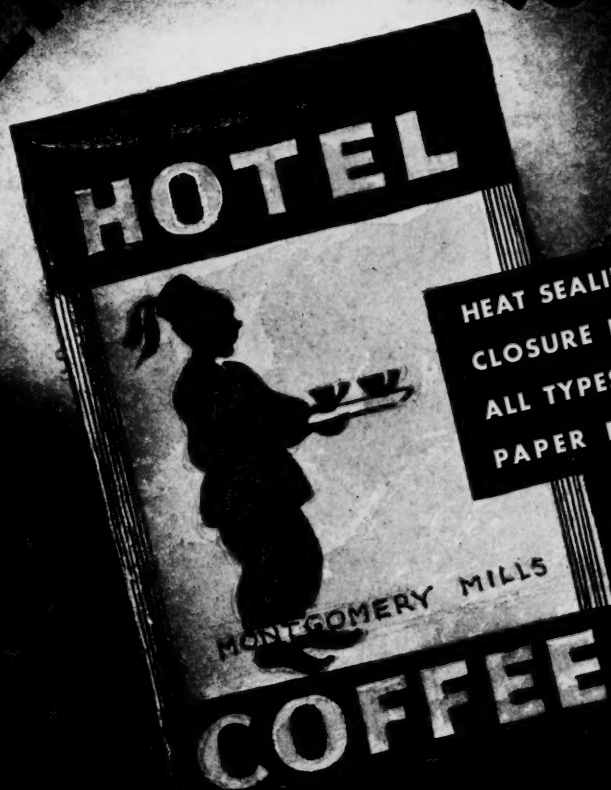
Chanin Building 122 East 42nd St.

New York, N. Y.

Published by **BRESKIN PUBLISHING CORPORATION**

PUBLISHERS OF MODERN PACKAGING, MODERN PLASTICS, MODERN PLASTICS CATALOG-DIRECTORY

ROYAL



Every user of paper or Cellophane bags is familiar with the advantages of heat sealing methods: sift proof and moisture proof closures—speed in production—economy—etc. Now, Royal THERM-O-TOP bags made of ANY PAPER and in ANY STYLE offer these advantages—without the cost of special paper coatings.

Investigate the possibilities of Royal THERM-O-TOP bags for your products... the thermoplastic adhesives used are absolutely non-toxic and safe for food products... the cost of THERM-O-TOP is very low—no more than the cost of an extra printed color. We will be glad to send samples for testing.

THOMAS M ROYAL & CO PHILADELPHIA USA

THERM-O-TOP IS PRACTICAL FOR EVERY PURPOSE





Sales Magic DONE WITH Package Appeal



A product refuses to move. A good product, and priced right. Will more "package appeal" bring it to life?

Start at scratch—the product as bare as when it was born. Design creators—the customer's or Nashua's or both—study fashions in color, in form, and in merchandising. Out of it all: a new package design, and a selection from Nashua's wide range of papers.

Nashua's chemists determine the ink to use, the grade of paper, the proper finish. They carefully analyze all raw materials . . . to guard appearance of the new design.

Nashua's printing craftsmen do the rest. It may be a tricky job, like delicate colors on cellulose or four-color "process" on waxed bread wraps (a special Nashua achievement) — but the paper behaves under care of men who know its whims and moods.

Who was this manufacturer whose product, given *package* appeal, went out and won new markets?

It could be *you*. Many of the world's sales leaders among packaged goods call Nashua "headquarters" for packaging papers. So, if your product is packaged, let Nashua's *creators, chemists and craftsmen* give it the most "package appeal"—which is our term for sales magic done with paper.

A LOOK UP OUR SLEEVE REVEALS SELLING IDEAS — Reading our new booklet, "Make Paper Make Money for You" will give you ideas for getting the most out of the sales promotion value of good packaging. Write on your company letterhead to Nashua Gummed And Coated Paper Company, Dept. M-4, Nashua, New Hampshire.



**MAKES PAPER MAKE
MONEY FOR YOU**

Look for the Triangle



Sign of a Nashua Value

Solving toy merchandising problems

New Auburn Rubber Corp. packages are designed to meet dealer needs and consumer tastes

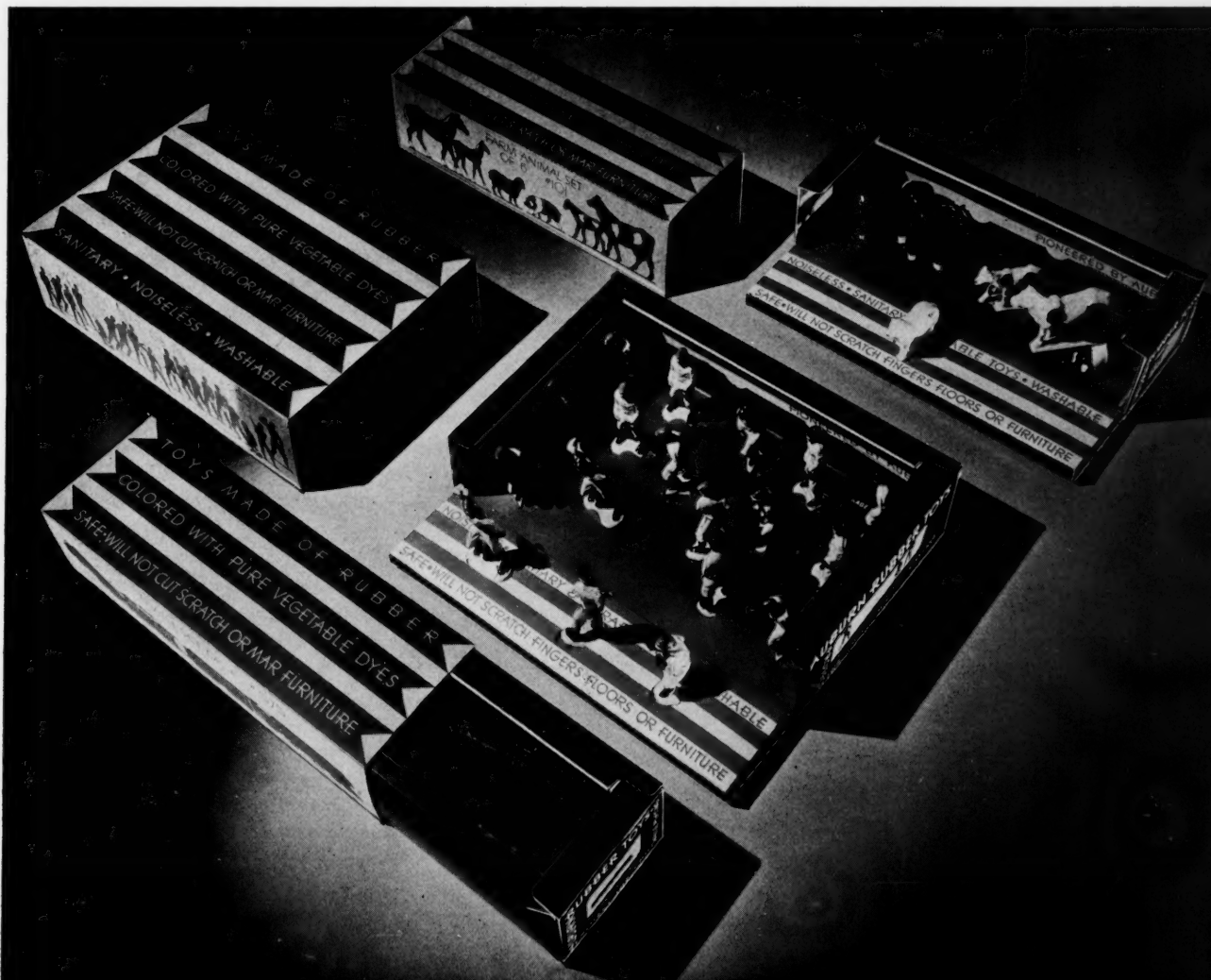
The Auburn Rubber Corp. manufactures a broad line of molded rubber toys and occupies a position of leadership in the toy industry by virtue of its repeated innovations in manufacture, product design and merchandising.

The company has long felt, however, that its packages were susceptible to substantial improvement and about a year ago, therefore, designer Martin Ullman was called upon to initiate a study of the marketing, display and sales conditions affecting merchandise of the character produced by the Auburn company and to make recommendations based upon the conclusions arising from this study. The packages here illustrated represent the

result of over a year devoted to this work and, although just introduced, have already more than justified themselves in terms of greatly enlarged order placements.

Working closely with a packaging committee composed of Auburn executives, including production men, sales managers and promotion managers, designer Ullman developed a patented type of carton construction providing a stage setting for the product on display while greatly simplifying the packaging operation itself and affording a higher degree of protection than was formerly available to the merchandise. A number of features of great dealer convenience were likewise introduced.

1. Two sizes of folding carton cover the entire range of the Auburn toy family. Stage-like cartons are shipped and stocked in sleeves.





2



3



4

Studies made in toy departments and through consultation with toy sales persons disclosed a number of interesting facts which vitally conditioned the development of the ultimate design. It was decided that the new package would best meet consumer habits if it made possible—and, in fact, encouraged—a close consumer examination of the product.

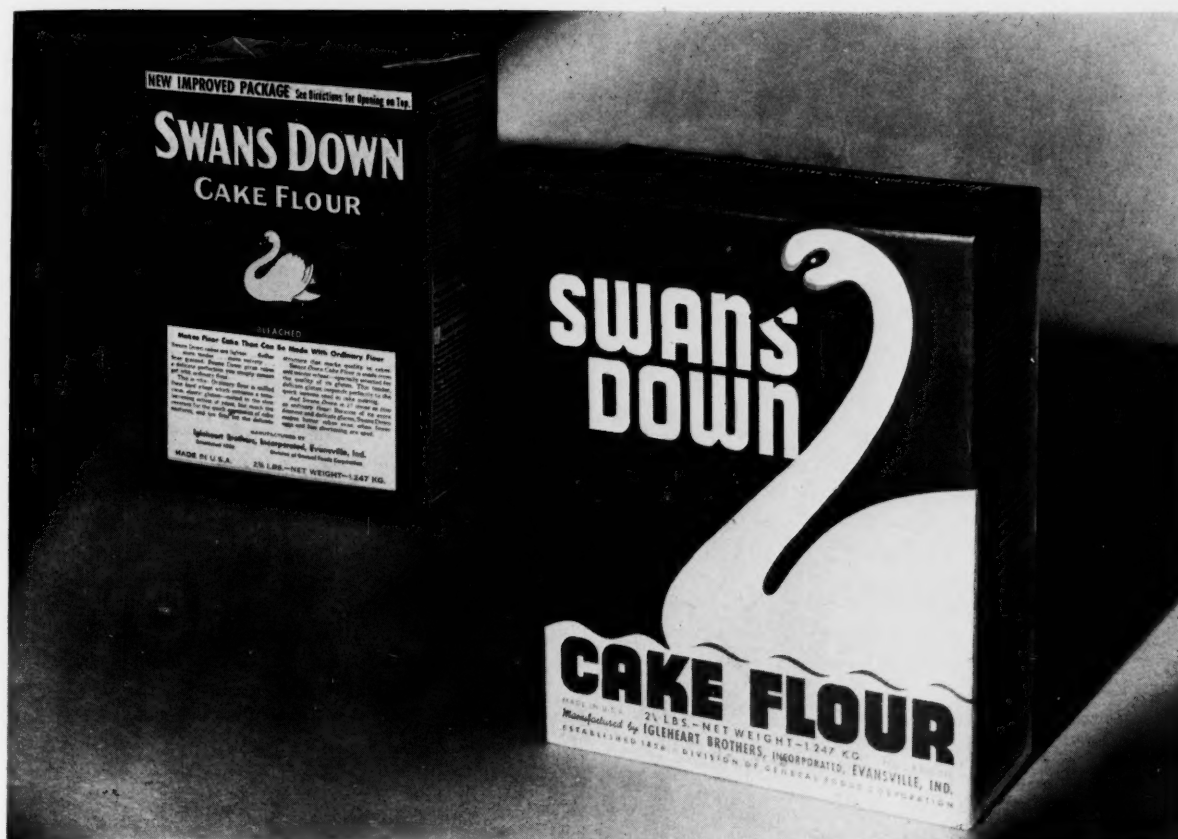
The old packages consisted of a series of unrelated full-telescoping boxes which had to be virtually "taken apart" to permit consumer examination of the product. The new container, in contrast, consists of a hinged front platform and an open bin flanked by the back and side walls of the container. Thus, when placed on display, the merchandise can be examined from every angle and can be seen exactly as it would appear in the hands of the ultimate recipient. For shipping purposes, the container is completed by a one-color printed news-board sleeve which carries descriptive and selling copy as well as a panel silhouetting each of the items contained in every set.

To aid the dealer in his difficult stock keeping problem (an element almost entirely ignored in most toy packages), the end of each container is so constructed as to permit the insertion of an identifying card carrying an illustration, a description of the set, a listing of the number of pieces contained therein and a stock number.

The new containers thus successfully solved the major merchandising problems confronting the retailer, i.e., problems of securing adequate display, convenience in handling, ease of stock keeping and ease of identification. Moreover, the packages achieved a novelty of appearance and provided an opportunity for strong selling copy which served the interests of both the sponsoring organization and the retailer by simplifying the selling operation and making the product capable of what might be termed virtually self-sale.

From a production standpoint, the new containers likewise present a number of advantages. The tradition in the field, which had been followed by the Auburn Rubber Corp., has been to lay the individual toy items horizontally into the base of the sales box and to staple bands over the pieces to hold them in place and to prevent loss and pilferage. The new containers eliminate the problems arising from broken staples, torn bands, etc. Each item stands erect and is securely held in the platform to which its base has been firmly attached. Items too tall to stand erect in the standard set box are placed on the drop leaf base so that they stand horizontally in shipment, but erect when placed on counter display. (Continued on page 96)

2. On dealers' stock shelves, insert cards identify each set by color and picture as well as by wording. 3. Old boxes were of varied design with individual toys stapled to inner platforms. 4. Redesign has even been carried to catalogs. Note the change between the 1939 promotion material and that of the current year.



The new Swans Down package, at the right, contrasts sharply with its predecessor. Note increased eye appeal and trade-mark emphasis.

Ugly duckling no more

General Foods' Swans Down flour has long occupied a strong competitive position in its field. Yet, recognizing changing merchandising trends and consumer habits, the company has recently introduced a radically new design of package. Created by designer Jim Nash, the new container achieves a substantial increase in visibility of both the trade-mark element and the product name, while gaining, at the same time, substantial improvement in appearance.

A survey of grocery stores, conducted at the time of redesign, showed that it was a custom of most dealers to store cake flour on upper shelves with competitive brands juxtaposed. The presence of small lettering and of recipes and descriptions of the product on the front face of the old package were, therefore, judged to be virtually useless, since they were too far away from the consumer to be readable or even—in many cases—recognizable. The small Swan trade mark would stand out only in the best of light and the dark red background of the package had acquired the prin-

cipal function of providing a suitable background for competitive packages.

The new package has upped the Swan trade mark to dominant position, enlarged and modernized the lettering of the product name and replaced the former dark red with a far more brilliant color which serves to emphasize the witness of the trade mark and the trade-name lettering. This emphasis on whiteness, it is believed, will establish a close mental association, among consumers, with the idea of whiteness of flour, a most desirable quality in cake flour of this type.

Side and back panels have been substantially modified to make for greater ease in reading. The patented opener and re-sealer, which formerly faced the front of the package and added to the confusion of this front panel, has now been placed on the back of the container.

Packaging costs remain unchanged since the package structure is identical and the modification of color scheme has not increased the number of colors utilized.

Credit: Design by Jim Nash.

Nothing "stationary" about these packages

White & Wyckoff Mfg. Co. demonstrates again the possibilities of achieving new interest for traditional types of products

To the layman, examining the stationery field for the first time, it would appear that all stationery packages fall into two groups—i.e., standard items and novelty items. "Novelty items," the layman would conclude, are bizarre, gaudy and designed to catch the eye of last minute gift givers desiring "splash" rather than beauty. "Standard items," he might conclude, are stodgy packages, changing little from year to year, frequently in good taste, but almost never distinguished in appearance.

Both his conclusions would be wrong in respect to the lines of a number of stationery producers today and they would be particularly wrong in the case of the White & Wyckoff Mfg. Co. which, for a number of years, has demonstrated its ability to achieve good taste in its packages without sacrificing those elements of eye appeal in the store which make for ample display and volume sales.

The new holiday line of this company is "stationary" only in respect to its contents, for it marks a distinct move forward even beyond the previous high levels achieved by this firm. The standard portion of the line consists of a series of set-up boxes utilizing papers of simple design and emphasizing paper textures rather than design treatments. Thus one four-drawer cabinet box is covered with wood veneer papers and edged and accented with a deep blue foil which matches cast plastic drawer knobs.

Other packages utilize white gloss-embossed papers trimmed with narrow bands of silver foil and with embossed foil labels. The foil accent note is carried to a number of other containers and hinged types, while still other boxes use solid colored flint papers for edgings to achieve a similar accent effect.

Noteworthy is the way in which box interiors have been decorated with care equal to that expended upon the outer portion of the container. This is particularly notable in the cases of the hinged-lid boxes since, in such instances, the package is usually placed on display with the lid erect and hence the interior of the lid is the most prominent portion of the container.

Particularly outstanding are two novelty containers which achieve special attractiveness without emphasizing freakish elements. One is a wooden drum-type box which simulates a 19th century spice box of a type still found in many old New England homes and still used after generations of wear. While the originals, upon which this container is based, were entirely handmade, the new container is, of course, fabricated along more modern lines, although hand finishing is still used. The box is adorned with a small reproduction of an old sporting print in the traditional manner.

A children's novelty package is used to present a series of cards and envelopes, designed to be colored in crayon by the child sending the missive. Here, of course, the package deco- (Continued on page 98)



At extreme left is a children's novelty package containing stationery printed in black outline and carrying crayons for use in coloring the stationery and envelopes. Approximately, the box cover carries four-color reproductions suggesting color schemes for the little folks and picturing a number of the cards and envelopes within. The drum-shaped package is a wooden box of a type commonly used during the first half of the 19th century.



Simple yet sturdy constructions in hinged, drawer and telescoping types of set-up boxes achieve distinction by placing emphasis on delicate paper patterns and embossings, with foil accents and labels utilized in a number of instances. Printing is held to a minimum and emphasis is laid upon the inner lids of the hinged types since these are most often seen both on display and in use.

Redesigning the industrial package

Even wire wheel brushes can profit by well-planned packages as shown by the redesign adopted by the Van Dorn Electric Tool Co.

The Van Dorn Electric Tool Co., manufacturers of portable electric tools, had been selling wire wheel brushes for some years, but had made no particular effort to put an intensive merchandising campaign behind them. As a result of pressure from the company's distributors, a wire wheel brush program was recently started which introduces a new line of brushes with a merchandising program of real proportions behind it.

As a basis for sales promotion and a "fresh start," the company selected a new name for the brushes—Whirlwind—to symbolize and identify the new, complete line. In keeping with the plan of aggressive merchandising, the next step was to discard the old, drab

corrugated containers which had been utilized for some time, adopting instead sturdy, colorful cartons.

The original package was a nondescript corrugated board carton, sealed with gummed tape and very plainly imprinted with catalog information on one edge of the box only. The newly developed package is designed in four colors—red, black and the white of the board itself with silver edging—and was so planned as to make an attractive display in dealers' windows, counters and stock bins.

The labels identifying each wire wheel brush were likewise redesigned, each label being planned to tie-in with the new carton layout.

Credit: Cartons and labels designed by Harrison and Landauer. Labels printed by Oscar T. Smith & Son Co. Cartons by Maryland Paper Box Co.

Left: The old corrugated carton, sealed with gummed tape and containing catalog information on only one panel. The package had no display possibilities. The label utilized on the wire wheel brush lacked color and visibility. Below: The carton now used is executed in four colors, with the new product name—Whirlwind—boldly imprinted in reverse. Each of the panels of the carton bears the product name, thus permitting the dealer to stack the cartons for easy and quick identification. The label on the brush has been redesigned to tie-in with the new carton layout.



OLD labels for Clover Farm canned goods virtually duplicated the design of both the front and the back faces and carried very little informative data beyond generic product's name and content's weight. Advantage, if any: Dealer could hardly help getting display face into view. Disadvantage: Display face meant little to the consumer, particularly when competing with redesigned national brands.



NEW labels were adopted as a result of surveys showing substantial consumer interest in informative labeling. Informative panels not only list product ingredients, but provide recipes designed to encourage increased use of the canned products. Front panel appearance has undergone only minor change in most cases. Label features which had achieved recognition value in the past were retained.

New informative label family

Modernization of the complete line of labels of canned goods, sponsored by the Clover Farm Stores Corp., has been under way for some time and is now nearing completion. Basing its label changes upon its own consumer surveys as well as upon surveys conducted by various colleges and technical schools, this voluntary chain now joins a growing group of nationally advertised food manufacturers and non-voluntary chains.

In abandoning can labels providing only limited informative data in favor of labels affording more detailed information, the Clover Farm labels are distinguished, in addition, by their introduction of numerous recipes designed to increase consumer consumption of the products.

Company identification which formerly appeared at only one point on each label—on a small side panel between the identical front and back faces—now appears both in its former position and beneath the informative back panel. In addition to data as to contents, provided in terms of pounds and ounces in accordance with food law requirements, the new labels identify the containers by can sizes.

The new policy began with the influx of a number of newer products calling for original label designs. Favorable sales results on these items led the corporation to redesign its three broad brand classifications, despite long-established consumer acceptance running, in one instance, as far back as 58 years.

Credit: Labels by Calvert Lithographing Co.



Packaging Pageant

1 Lee S. Smith & Son Co., manufacturer of dental supplies, appreciates the favorable psychological reaction that an attractive, sanitary container can make. The company uses a rigid transparent acetate cover for a box containing dental silicate cement and other dental accessories. Not only are the contents clearly visible, but they are completely protected against dust and dirt, thus remaining in a clean condition.



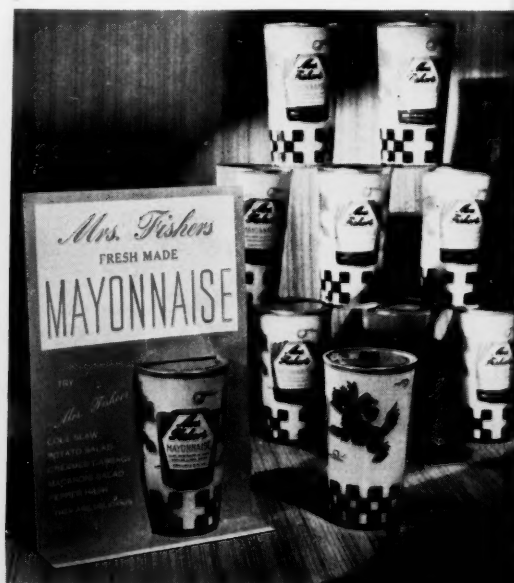
2 The Cumberland Club Coffee Co. turns to the vacuum can for the merchandising of its Cumberland Club brand. Appropriate is the can design, with an illustration of the Cumberland clubhouse and the product name as well as the company slogan. A white background is utilized, setting off the design to provide maximum visibility for the container on dealers' shelves. Container by the American Can Co.

3 Marked improvement in organization and presentation of copy on Sta-Bac brilliantine labels has been achieved through redesign. Vi-Jon Laboratories, Inc., manufacturers of the brilliantine, have likewise adopted a new container which incorporates in its design a flat area on the front of the bottle to provide an adequate surface for the label. The lower edges of the sides of the bottle are ridged to afford easy gripping. Container by Owens-Illinois Glass Co. Closure by Phoenix Metal Cap Co.



4 Betty Clair's chocolates, products of the Sierra Candy Co., appear on the market in new packages. A basic design is used for the four set-up boxes, each covered in embossed foil paper in different color combinations. The product name, trade mark and information concerning the product—appearing on the lid—are similar, thereby necessitating the use of but a single die. Boxes by the United Paper Box Co. Embossed foil papers by Hampden Glazed Paper & Card Co.

5 A special 3-qt. bottle in lightweight glass has been developed for fruit syrups marketed by the Richardson Corp. for soda fountain use. Glass, it is claimed, is impervious to action of the natural fruit acid, lends itself to satisfactory reclosure and the development of the lightweight type of container has eliminated previously existing objections to glass in this field. The label is well planned and carries the company trade mark as well as other necessary data. Container by the Owens-Illinois Glass Co. Label designed by George Switzer and supplied by the Addison Lithographing Co.



6 Different and new in the food field are the Rogers Bros. Seed Co., Inc., Idaho potato shreds. The new product is introduced to the public in a transparent bag which permits the consumer to see and thus become acquainted with the shreds, noting its difference from other potato products on the market. Bag by The Dobeckmun Co.

7 Doing an excellent marketing job for Mrs. Fisher's foods are gaily decorated re-use tumblers. The red and black Scotty dog design is prominent against the content color and well-designed labels, in the same color scheme, carry the product identification. From a production viewpoint, the tumblers are easily filled. Designed and made by Hazel-Atlas Glass Co.

8 The Flyin' Fool Scout aluminum airplane model, made by Warren Products, Inc., is something boys will go for on sight. So that the airplane can be seen to do its own selling job, the company has adopted a showcase type of package. The red boxboard base is topped by a rigid transparent cover upon which is imprinted the product name and retail price. Transparent acetate material by the Celluloid Corp. Fabricated by Transparent Specialties Mfg. Co.

9 Four warm weather offerings by Charles of the Ritz, each presented in a package designed to suggest a cool, fastidious air of quality. The toilet water is found in a slant-walled oval glass container with the band-type label executed in pastel colors. Its companion piece, the dusting powder, is presented in a pink set-up box. Smoothtan oil and cream are merchandised in stock bottles, the labels being executed with photographic illustrations. Molded closures in appropriate pastel colors are used on all bottles. All packages designed by George Greene and Isobel Bartam. Toilet water bottle by Swindell Brothers, Inc. Closure by Armstrong Cork Co. Label by George Craven. Dusting powder box by E. N. Rowell Co., Inc. Smoothtan bottles by Carr-Lowrey Glass Co. Closures by Armstrong Cork Co. Labels by Isaac Goldman Co.

10 New 1/4-oz. rouge or cream containers have been adopted by several manufacturers for both premium or introductory sampling and for general sale. The bases in black plastics have special properties—one type with moisture resistance, another with oil resistance. The tops are executed in a wide range of colors. Plastic material by Durez Plastics & Chemicals, Inc. Molded by Norton Laboratories, Inc.

11 Three of the special Bride's Chests being used by International Silver Co. for the presentation of 1847 Rogers Bros. Silverplate are here shown. The wooden chests are not only attractive and well constructed for display purposes in the retail store, but are of practical use for the consumer as well. Each piece of silver is individually racked so that there is no possible chance of one piece scratching the other. Chests by C. E. Schunack Co.





1. A gold foil-covered set-up box, with a stepped-up base, holds six jars of "Old Mill" brand food items. The same food products are available in units of four and eight in similar foil-covered containers. **2.** Bowl-shaped glass containers with double shell lithographed screw caps are used here, the six jars being gift packed in a decorated set-up box. **3.** The square-shaped, metal-capped glass containers house 60 varieties of good products, each selling for 10 cents. Brown wood grain set-up boxes are used to convert the single packages into gift items. Sets of eight (as illustrated) or units of four, six, ten and twelve are available. **4.** Demand for larger sizes was answered with this line. The jars vary in size from $5\frac{1}{2}$ oz. to $7\frac{1}{2}$ oz. and are gift packed in units of three and five.

Novelty packs move new food line

Sales of Goodman Bros. products top million unit mark within a year of first introduction

Two years ago, Goodman Bros. of Hartford, Conn., undertook to carry out certain ideas in retailing packed food products. Their objectives were four-fold: (1) To market an extremely wide variety of top quality jellies and preserved foods, (2) packed in small quantity units, (3) to be sold at a low unit price and (4) to be attractively packaged.

First came 60 varieties of such products as wine jellies, sweet pickles, date and nut spreads, pickled onions and nut butters, packed in $2\frac{3}{4}$ -oz., square-shaped, metal-capped glass containers with an oblong label. Retailing at 10 cents each, these jars offered consumers an opportunity to buy and taste a wide variety of products at a low unit price. This line is gift packed in units of four, six, eight, ten and twelve in set-up boxes covered with a brown, woodgrain paper. Originally marketed in Connecticut stores, distribution was soon expanded on a straight sales basis to include some 42 states.

Following this success, another line—the “Old Mill” brand—was introduced, consisting of such products as pure sap maple syrup, Old English mustard sauce, barbecue sauce and French sauce, packed in $1\frac{1}{2}$ -oz. pottery containers in seven different styles, each style being executed in six colors.

Soon a consumer demand for larger sizes was answered by the company with a jar line varying in size

from $5\frac{1}{2}$ oz. to $7\frac{1}{2}$ oz., containing approximately 60 varieties of cheese spreads, olives and similar food products. These are gift packed in units of three and five containers to a box. With demand for still larger units, the company introduced 1-lb. jars.

Still another line of packages sponsored by Goodman Bros. is a family of jars containing $2\frac{1}{4}$ oz. or more of the same products contained in the small jars. These are merchandised for gift purposes in units of four, six and eight in gold foil-covered boxes.

The most recent addition to the wide variety of food products is known as the “Jewel” line, the name being derived from the type of containers utilized. In 3-oz., bowl-shaped glass containers with double shell lithographed screw caps and with foil bottom label, foods similar to those in the 10-cent units are merchandised. These are gift packaged six to a box.

Thus from the original dime sizes, the company has developed additional lines of food items, each packaged to appeal to a large consumer market. Through the use of gift packaging, the food products have gone into candy and gift departments as well as food departments.

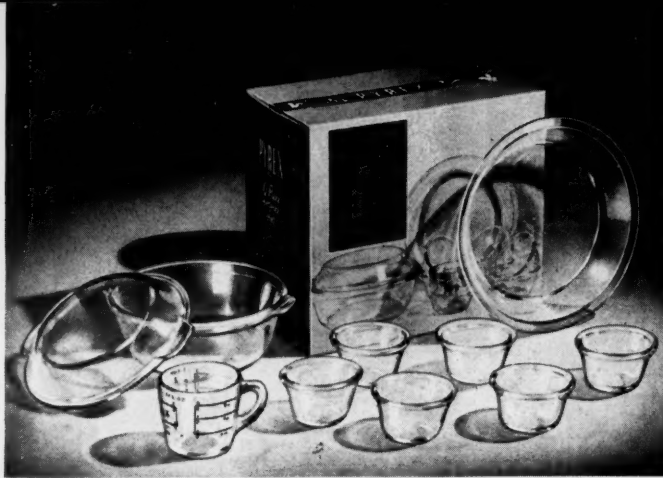
Credit: Jars and metal closures by Hazel-Atlas Glass Co. Paper labels by Ellis Rowley. Foil labels by The Foxon Co. Cork closures by Armstrong Cork Co. Set-up boxes by Callahan Paper Co. and The Warner Bros. Co.

5. Various sauces, syrups and similar products are packed in $1\frac{1}{2}$ -oz. pottery containers in seven different styles. There are about 50 different designs in the entire line. Here are three of the pottery containers gift packed in a set-up box with a die-cut base designed to hold the units firmly in position.

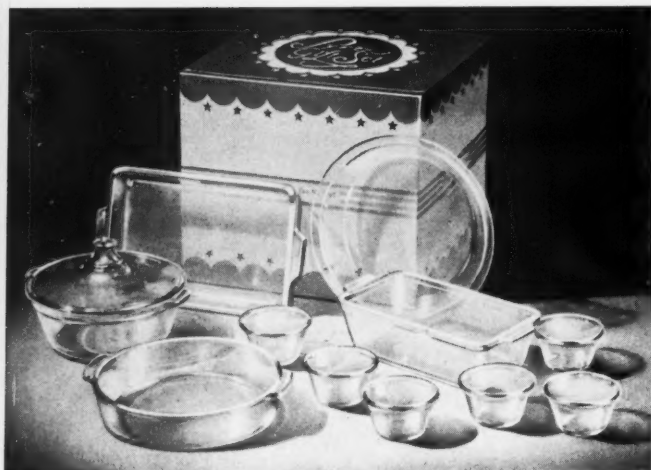




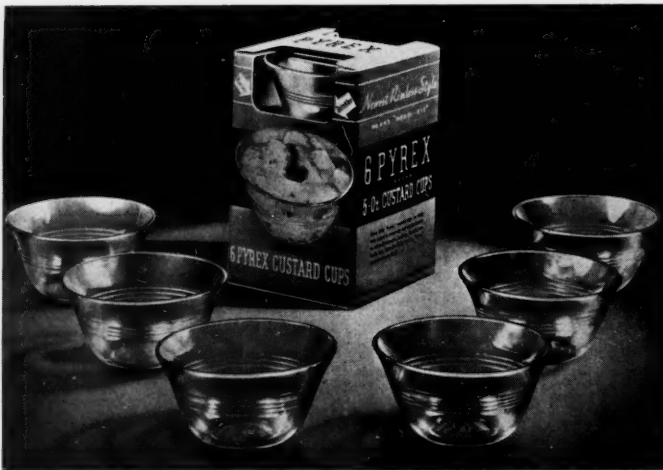
1



2



3



4

1-2-3. Sets carrying assortments of Pyrex dishes appear in vari-colored cartons. Designs have basic similarities, but no complete family resemblance. 4. Custard cup set nests five cups in base, sixth cup in window top of carton.

“Set” cartons aid Pyrex sales

Corning Glass Works use pre-packed display cartons to aid dealers—interest consumers

One would hardly think of pots and pans, custard cups and measuring dishes as gift merchandise. Yet the Corning Glass Works has achieved a substantial sale for its Pyrex ware in the gift field by marketing assortments of such units as gift sets.

This packaging program marks a distinct change from the period when such items as custard cups were packed in cells in a large case, a gross to the case. Some time ago, the suggestion was made that a rack holding custard cups might be a good way of increasing sales. Such a rack was prepared and added to the line, being sold separately to the dealer. The dealer was still expected to collect the cups into units of six and to display them in open display in the racks. While this tended to

group the units as a set in the consumer's mind, there was no guarantee that the dealer would carry out his part of the program and the burden of packing after the sale was completed rested upon the dealer.

The logical next step was to design a carton which would hold cups and rack together. The first unit of this type utilized a breakback top and illustrated the use of the rack in the oven with a line drawing. A chipboard stock was used for this counter display carton, printed in blue ink. This unit has recently been redesigned to achieve greater eye appeal. A whiter stock, two-color green and black printing and a half-tone illustration were adopted.

The next step in the company's program was to devise

a package which would take six cups alone, without the rack. Called the "handi-kit" set, this carton nested five cups, one within the other, and positioned the sixth immediately above this group where it could be seen and examined through die-cut portions of the carton top and side walls.

A number of other cartons have been developed to market combination sets of various Pyrex items. All of these packages have certain characteristics in common. All feature an illustration showing every item in the set. Usually photography is utilized as the best means of achieving the finest appearance and, at the same time, of accurately picturing the individual items and their size relationship to each other. Differing color schemes are, however, utilized. Some of the gift boxes use black and red, others black and orange, while still others use black and green. This facilitates identification for the dealer and makes for a colorful appearance when massed on open display counters.

The avoidance of strict family relationship in design of the various items in the Pyrex set line is not accidental. It rather arises from a deliberate attempt to have each package distinguished from the others in the general line, since the packages cover a fairly wide price range. The six-cup "handi-kit" set, at the bottom of the range, retails at only 39 cents, while the 17-piece "home baker" set retails at \$2.95. Standardization upon the form of lettering of the word "Pyrex" and a few other similarities are indeed sufficient to tie the line together on display, while color differences, size variations and general design differences make for colorful counter display and a more thorough examination of all the sets by the consumer.

The company reports an increasing volume of business being transacted by dealers as a result of the availability of these new sets. The sets have the particular advantage of permitting the dealer to "trade up" the average shopper from the purchase of one or two pieces of Pyrex ware to the purchase of a complete set. This is made all the easier by the fact that each set represents a bargain in the sense that the combination price of the set is somewhat lower than would be the price if purchased separately.

Credit: Cartons by F. M. Howell & Co.

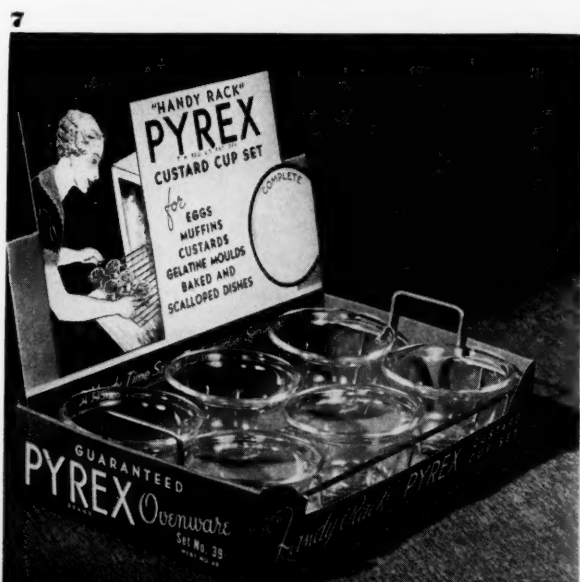


5



6

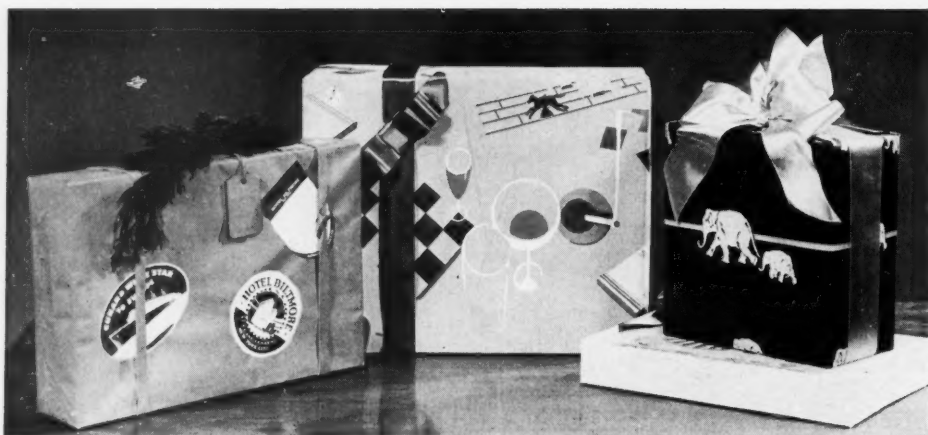
5-6. A number of the newer sets feature photographic illustrations to show all objects contained in carton and size relationships. 7-8. Old and revised custard cup display carton. The new unit utilizes a half-tone illustration and two-color effect.



7



8



1. Luggage is gift wrapped in brilliant red leather paper. An actual leather baggage check is part of the gift presentation and may be used permanently on the suit case. Bar accessories and liquors make fine gifts when properly presented. Appropriately designed paper with satin ribbon trimming is used on these two packages.

New angles on gift wrapping

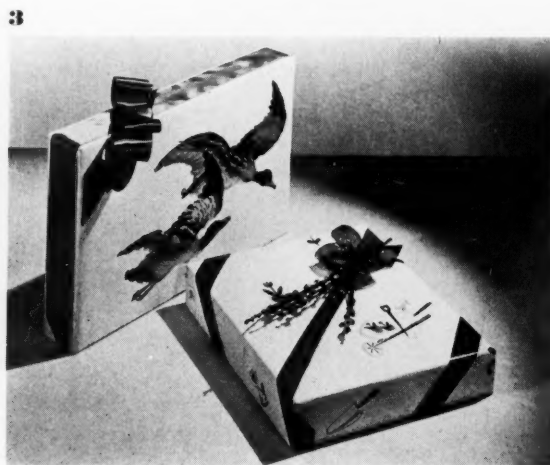
Store wrapping departments may serve as testing laboratories for manufacturer-sponsored gift packages

So many different industries are numbered under the general heading of "packaging industries" that it is not strange to find that many a manufacturer has profitably leaned upon the experience of other packagers, in non-competitive fields, in designing his containers, in planning his displays or organizing his merchandising efforts. This interchange of ideas and experiences is not to be confused with design piracy. It should, rather, be looked upon as a healthy means toward packaging improvement and development.

In the field of gift packaging, the manufacturing packager is particularly well situated in that he may examine the experience records of retailers who have initiated gift wrapping departments. Such depart-

ments, operating in a single store or in a group of stores, can well afford to experiment, to innovate and to introduce new ideas on a test basis. They are in the closest contact with the consumer. They can get consumers' reactions almost immediately. They can rectify mistakes quickly and effectively, without any of the large-scale expenses that force the manufacturing packager to make sure that decisions are right before purchasing gift packaging materials on a volume scale.

Because these departments can operate on the basis of extensive experiment, they are in a position to discover truths about gift wrapping and about the trend of public taste—truths which the manufacturing packager might well utilize as a guide in planning his own containers.

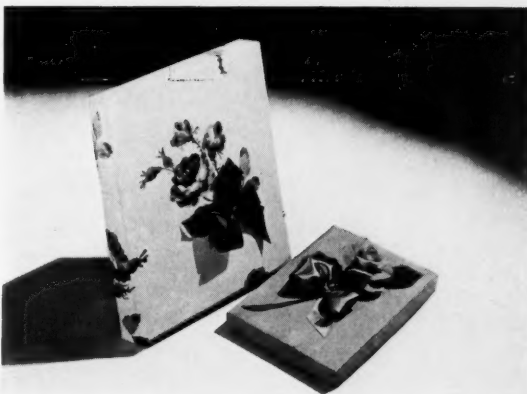
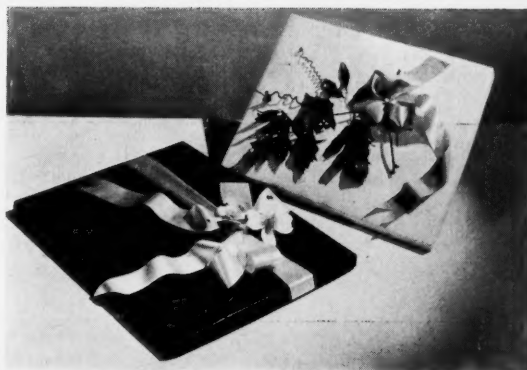


While gift wrapping in the department store has most often been a function of the store itself, specialists have begun to enter the field and some of these have achieved distinctive success. One in particular, the Mary Lull Gift Wrap Service, has maintained an unusually successful experience record in four of New York's major stores—Abraham & Straus, Inc., B. Altman & Co., Bloomingdale Bros., Inc., and Jas. McCutcheon & Co.—and is now expanding its services to take in selected stores in other cities.

The chief function of gift wrapping departments and stations installed in such stores is to bring customers into the store and to whet their buying appetites. The departments are operated on the theory that they can be not only self-supporting, but actually profitable after the first year.

Gift wrapping, as conducted by these departments, breaks down into two categories—merchandise pre-wrapped on order for the buyers of various departments and displayed already gift wrapped and individual wrapping services for the store's customers. "By pre-wrapping," Miss Lull states, "we mean packages which are gift wrapped before sale, usually in cellophane to display the merchandise. They are wrapped for the buyers in lots of 25 or more and sold already gift wrapped. It is effective not only in stimulating sales of gift merchandise, but also (Continued on page 94)

2. This paper is decorated with multicolored flowers on pastel stripes. It can be used with differently colored ribbons for all feminine gifts. **3.** A good gift wrap for a sportsman's present is the paper decorated with ducks. After a pleasant visit in the country, the gift package with real pussy-willows and farming accessories design motif might well serve the ideal medium for the presentation of a "thank you" gift. **4.** The hosiery box is decorated with ostrich tips and may be opened for inspection of the product within, without destroying the wrap. The book package, in the background, is the unit that is reported to have sold out 1000 slow-selling books at Abraham & Straus, Inc. **5.** Real leaves and satin ribbon decorate these two boxes, suitable for a wide variety of gift items. **6.** Roses decorate both these containers. The unit at the right has a paper rose and bow mounted on it. **7.** Gift wrappings to suit the merchandise packaged within. The container in the foreground is particularly suitable for a child's gift. **8.** A reproduction of a Currier & Ives print is mounted on this package in a manner which permits its removal for framing.





Family resemblance, through emphasis on the "V" angle of design, has been achieved throughout the Veeco line. Since the introduction of the new line, sales are reported to have increased 33 percent in a period of less than six months.

Redesigned household accessory family

American Products Co. completes re-planning of popular priced Veeco line

The growing line of merchandise sponsored by The American Products Co. was formerly packaged in a wide variety of containers. The design of some of these was excellent—of others, not so fine. But the entire line was held back from its fullest sales potentialities, in the opinions of company officials, by the lack of uniformity and family relationship between the

varied package designs. With these facts in mind, the company's complete Veeco line has recently been redesigned and modernized with emphasis placed principally upon family relationship.

The trade mark "V" and the word Veeco are given prominent positions on bottle labels, cans, display cards, jar caps and collapsi- (Continued on page 98)



Small items are ingeniously carded for both protection and display. Note protective sleeves on mending kit tubes below.



EXTRA ENERGY



that comes through
in an emergency

Like foot racing, successful box making calls for ability to keep running at high speeds without let up or delay—and with an extra reserve capacity that is more than rivals can offer.

Thus BURT brings you more than its high standards of quality and everyday economies. We are equipped and manned with every type of machinery and talent to readily meet your rush needs . . . your special orders for a "different" design or finish that will boost display value and sales . . . your requirements for a quick changeover in construction or materials to meet an unexpected situation.

We invite you to let us tell you more about our unique designing and production facilities. Write us or phone us about any box or carton problem. We will be pleased to present new ideas and new economies.

F. N. Burt Company, Inc.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY
630 Fifth Avenue
Room 1461

CHICAGO
Room 2203
919 N. Michigan Ave.

MINNEAPOLIS
J. E. Moor
3329 Dupont Ave. South

PHILADELPHIA
A. B. Hebel
P. O. Box 6308
W. Market St. Sta.

CLEVELAND
W. G. Hazen
P. O. Box 2445
E. Cleveland, Ohio

LOS ANGELES
Louis Andrews
623 1/2 South Grand Ave.

NEW ENGLAND
A. B. Bacon
BOSTON
120 Boylston St.

CINCINNATI
221 Walnut Street
Telephone MA 4-0367

SPRINGFIELD
P. O. Box 214
Highland Station

MEMPHIS
Frank D. Jackson
252 Washington Ave.

CANADIAN DIVISION
Dominion Paper Box Co., Ltd.
487-483 King Street, West
Toronto 2, Ontario

New front in cigarette war

The Reed Tobacco Co. finds a new way of varying the traditional tobacco package



Dislocations in the tobacco market, antedating the war and further aggravated by the conflict, have introduced new competitive factors into the cigarette field which are having their effect upon cigarette packaging as well.

Whereas 20 years ago cigarettes were packed in a wide variety of containers, the development of automatic packaging machinery and the intensive competition among the leading producers had led, until recently, to a virtual standardization upon the pack of 20 cigarettes, each measuring approximately $2\frac{3}{4}$ in. in height. Only in the higher priced register did some brands still utilize different types of packages. Nor did the introduction of 10-cent brands, at the depth of the depression, involve any basic change in this package form.

Within the last two years, however, a number of manufacturers have varied the pack by increasing the length of the cigarette. These "King Size" cigarettes, measuring 3 in. or $3\frac{1}{4}$ in., were packed on machines only slightly modified to accommodate the taller wrap.

Now attacking the same problem from a different angle, the Reed Tobacco Co., Larus & Bro. Co. subsidiary, has initiated a new brand, Chelsea, packed 24 to the sales unit. The introduction of this brand introduces a modification in the packaging machinery somewhat different from that required by the "King Size" types. The devices for counting out the cigarettes and for holding them in position, while the wrap is formed, have been modified. Whereas the standard pack holds two outer rows of seven cigarettes each and a center row of six cigarettes, the new container has three rows each holding eight cigarettes. It is claimed for the new pack that this arrangement results in a greater firmness and adherence to shape at the side of the package where the center row is not recessed as was formerly the case.

Distribution is at present being limited to the Baltimore-Washington area with gradual expansion contemplated throughout the eastern seaboard. Advertising copy, while emphasizing the 24-cigarette pack, does not restrict itself to this feature alone and seeks, through a restrained layout technique, as well as through phrasing, to building up a quality atmosphere despite the bargain appeal.

Above: The new Chelsea pack is neatly designed with broad white areas spotlighting the lettering. Note the arrangement of cigarettes to accommodate the quota of 24. Left: Chelsea advertising features the symbol "24" and emphasizes both quality and the "bonus" quantity.



I'll take the one with
that *pretty* band*

8 OZ. NET
DOVE
PURE PREPARED MUSTARD
THE FRANK TEA & SPICE CO. (CINCINNATI) OHIO

NEWLAND'S
Landford's
PREPARED MUSTARD
PREPARED BY NEWLAND'S MUSTARD CO. CHICAGO, ILL.
N. L. B. NET WT. 1 LB.

KROGER'S
PREPARED MUSTARD
NET WT. 8 1/2 OUNCES

RED & WHITE
PURE PREPARED MUSTARD
SALAD STYLE

"CEL-O-SEAL" bands serve as the only seal on these four re-use table jars. Two of the bands are white, others, blue and red.

*** Of course, SHE MEANS CEL-O-SEAL!**

THOUSANDS of customers daily choose products attractively sealed with "Cel-O-Seal." They know these trim caps and bands mean sanitary, tamperproof protection.

"Cel-O-Seal" caps and bands do more than this. "Cel-O-Seal" caps and bands (made by du Pont), supplied by Armstrong, are available in a wide range of attractive colors, and they can be made to harmonize with your other packaging units, adding a new and

perky note of style. And if you wish, "Cel-O-Seal" caps and bands can be impregnated with your own design or trade-mark.

Send us your present container, complete with a primary cork or cap. We will seal it with a "Cel-O-Seal" cap or band and return it immediately . . . without obligation, of course. For full information, write Armstrong Cork Company, Glass and Closure Division, 916 Arch Street, Lancaster, Pa.



CEL-O-SEAL
TRADE-MARK
caps and bands
*Sold by
Armstrong
and du Pont*

You've got to listen to ALL THE

But don't be swayed by the one who "shouts the loudest." Let us join our experience with yours in creating a *Salespackage* that will win consumer approval, make your production man happy and, by its moderate cost, win your cost accountant's favorable opinion.

Today's consumer swing is to easy-to-use glass containers. But what size and shape, what type of closure should be used for *your* product? O-I Marketing Men will find out in the "field." O-I Research Men will study your product's make-up and chemistry. Then, when *all* the facts are

assembled, O-I Designers and Production Men will create for you a *quality glass Salespackage* at a price that you can pay. It will be a *complete Salespackage*—container, closure and shipping carton—together with recommendations on how you can handle all three of them most economically in your factory.

This gives you the highlights of our complete and unique *Salespackaging* service. Ask an O-I representative to explain the full details. Owens-Illinois Glass Company, Toledo, Ohio.



At left O-I Oval, at center O-I Modernistic. Both these high-strength, low-weight containers can be used for packing a wide variety of food products. Their straight sides and stable bottoms insure filling-line efficiency. At right, the new low-weight No. 10 (105 ounces) for bulk packing of fruits, vegetables, pulps, etc. Splendid for "repack" as well as for direct sale to quantity users. All three containers can have O-I plain or lithographed metal caps and can be shipped in plain or brand-printed corrugated cartons.

In O-I Salespackaging not one but THREE types of men work for you



O-I MARKETING MEN: report just what the final consumer wants in your *Salespackage*.



O-I RESEARCH DESIGNERS: mesh consumer preference with protection in your *Salespackages*.



O-I PRODUCTION MEN: devise dollar-saving short cuts in filling, cartoning and shipping.

THREE ... to succeed at *Salespackaging*



Consumer

I WANT!

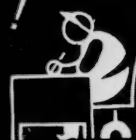


I NEED!



Production
Man

DON'T FORGET!



Cost Accountant

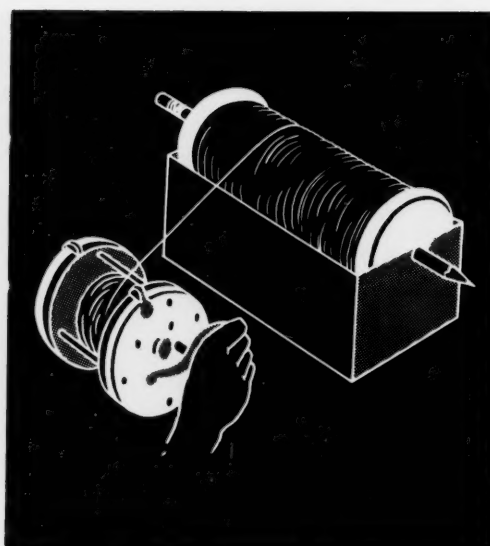
OWENS ILLINOIS
Complete Packaging Service

CONTAINERS • SAFEGE TUMBLERS • CLOSURES • SHIPPING CARTONS

First in Glass



1



2

1. Big Game line is shipped in a set-up box slotted to permit use on a pencil as axle for the spool facilitating transfer to fishing reel. 2. The diagram shows method of utilizing the reel winding device.

Ideas win dealer good will

Newton fishing lines use novel displays with inbuilt dealer convenience features

All manufacturers today—or almost all—show increasing awareness of the importance of earning dealer good will, for the dealer stands at the toll gate on the road to the consumer. The toll which the dealer demands may vary in every case. He wants a good product. He wants the right price and an ample margin of profit and, as much as anything else, he wants a product that is “easy” to sell.

In some industries, “ease” of sale is to be secured by heavy advertising which builds up a consumer demand and tends to convert the dealer into a mere accessory of the sale. But thousands of specialties—of which fishing lines are an outstanding example—must create “ease” of sale in terms of sound, attractive display and dealer convenience in explaining, demonstrating and dispensing the product.

Fully aware of this situation, the Newton Co. has for many years sought to introduce in its fishing line packages elements of dealer convenience which would encourage a display of the product under the most favorable terms. For the current season, it has introduced two significant innovations in its display packages—first: set-up boxes of sturdy and attractive construction and second: accessory display panels of folding boxboard.

Of particular interest is the Princess Pat Big Game linen line package. A basic problem with all lines—and one particularly affecting the heavier types of line—is that of transference from the spool on which it is originally packed to the reel. In the trade it is commonly known that fishermen are likely to kink the line in the usual process of removing it from the spool. To prevent this kinking, it is necessary to take the line directly from the spool to the reel in a smooth motion that will not allow loops to form. It is particularly desirable that the line should not be permitted to lie in loose folds on the floor or ground. The Princess Pat package, a full telescoping set-up box, solves the problem in a simple and ingenious manner. Two slanting notches are placed at opposite ends at the base of the box. By inserting a pencil through the spool and permitting its ends to rest in these notches, an axle is formed. This enables the line to be transferred directly and easily from the spool to the reel without a chance of kinking or looping. Furthermore it insures against the spool rolling away.

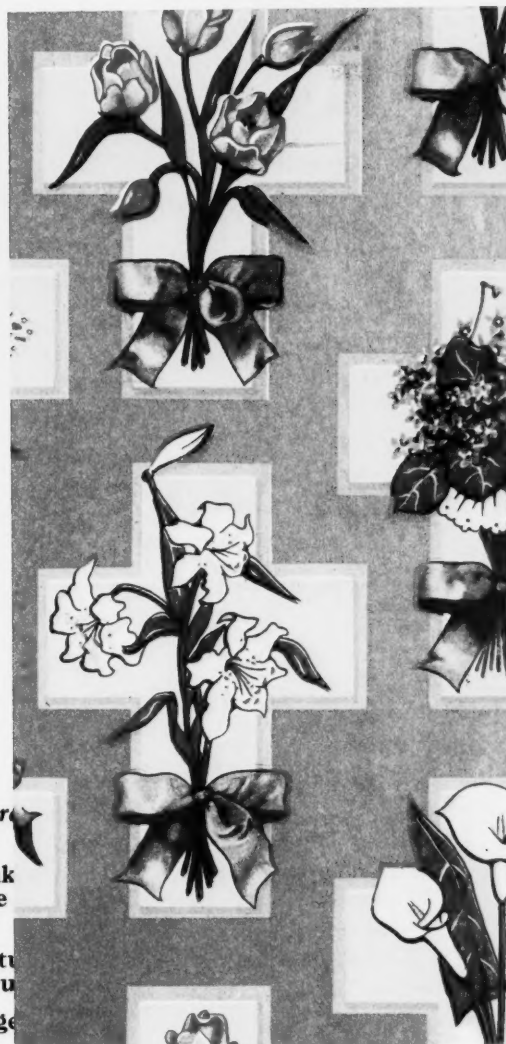
The end panels of the box provide simple instructions accompanied by an equally simple drawing which guarantee the proper use of the container. The box cover uses as illustration “fish flags,” commonly seen

METLAK

Metlak Reg. U. S. Patent Office

Offset Gold INK

Silver INK



Cl
sh
M
w
Bu
M
an
M
Br

hogr
blank
ance
mixtu
er ru
ntage

Cleanliness of operation; no bronze dust flying about pressroom. No free bronze dust on your work to come off in handling or to contaminate contents of packages.

Economical because they eliminate Bronzing operation with all its extra equipment, delays and troubles. Use your regular press equipment for clean speedy production.

No danger of Aluminum Dust explosion.

Trial orders solicited at quantity prices of—

\$1.50 per lb. on Metlak Gold Ink Bronze and Varnish

.55 per lb. on Metlak Gold Ink Base

1.25 per lb. on Metlak Silver Ink

POPE & GRAY, INC.

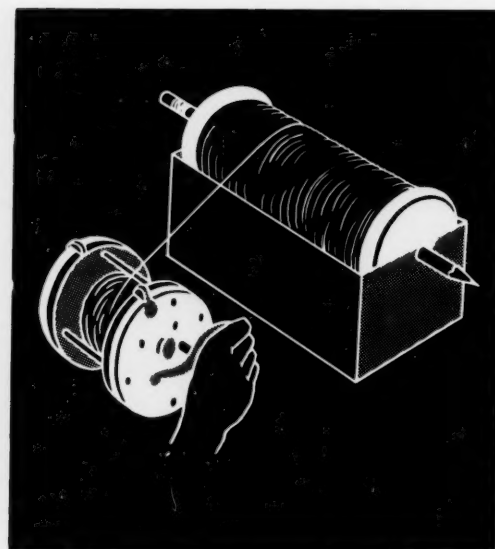
95 Morton Street

•

New York City



1



2

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CANADIAN FINE COLOR CO., LTD.
40 Logan Avenue
Toronto, Ontario

NEW YORK
95 MORTON STREET

POPE & GRAY, INC.

Bulletin No. 29.

ready for mixing, and 50c
of \$1.50 per pound for

Explosions. No free bronze dust o
contaminate contents of packages.
Silver Ink eliminates dust in your p

Clippings taken from production runs on *Lithographic Offset Press* using *Litho Coated Paper*, sheet size 43 x 63.

METLAK SILVER INK—One impression on blank paper produced the brilliant result shown which has a Smooth, Opaque Metallic appearance not obtainable with dusted jobs. Write for Bulletin No. 29.

METLAK GOLD INK—One impression of a mixture of equal parts Metlak Gold Ink Bronze and Varnish on Gold Ink Base within hour after running Base. Write for Bulletin No. 48.

Metlak Gold and Silver Inks have many advantages over use of Gold and Aluminum Dusting Bronzes:

Cleanliness of operation; no bronze dust flying about pressroom. No free bronze dust on your work to come off in handling or to contaminate contents of packages.

Economical because they eliminate Bronzing operation with all its extra equipment, delays and troubles. Use your regular press equipment for clean speedy production.

No danger of Aluminum Dust explosion.

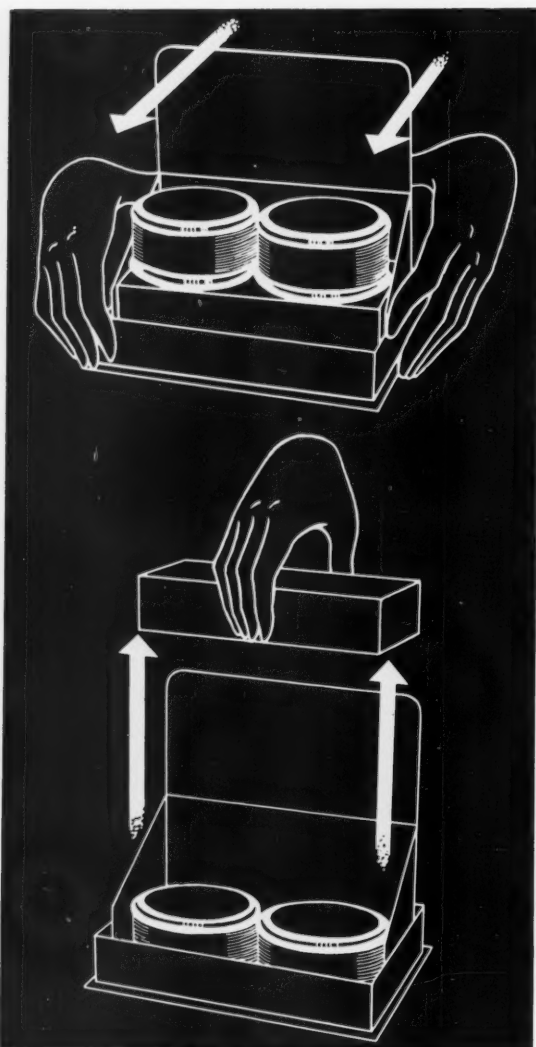
Trial orders solicited at quantity prices of—

\$1.50 per lb. on Metlak Gold Ink Bronze and Varnish
.55 per lb. on Metlak Gold Ink Base
1.25 per lb. on Metlak Silver Ink

POPE & GRAY, INC.

95 Morton Street

New York City



on fishing grounds. These flags quickly inform the initiated shopper that the use of the line is for the fish pictured—Broadbill, Marlin and Sailfish.

Simple tests, graphically describing the qualities of the Princess Pat line and challenging the purchaser to comparison with other lines, are shown on the box base. These serve the additional function of suggesting selling points to the dealer's clerk.

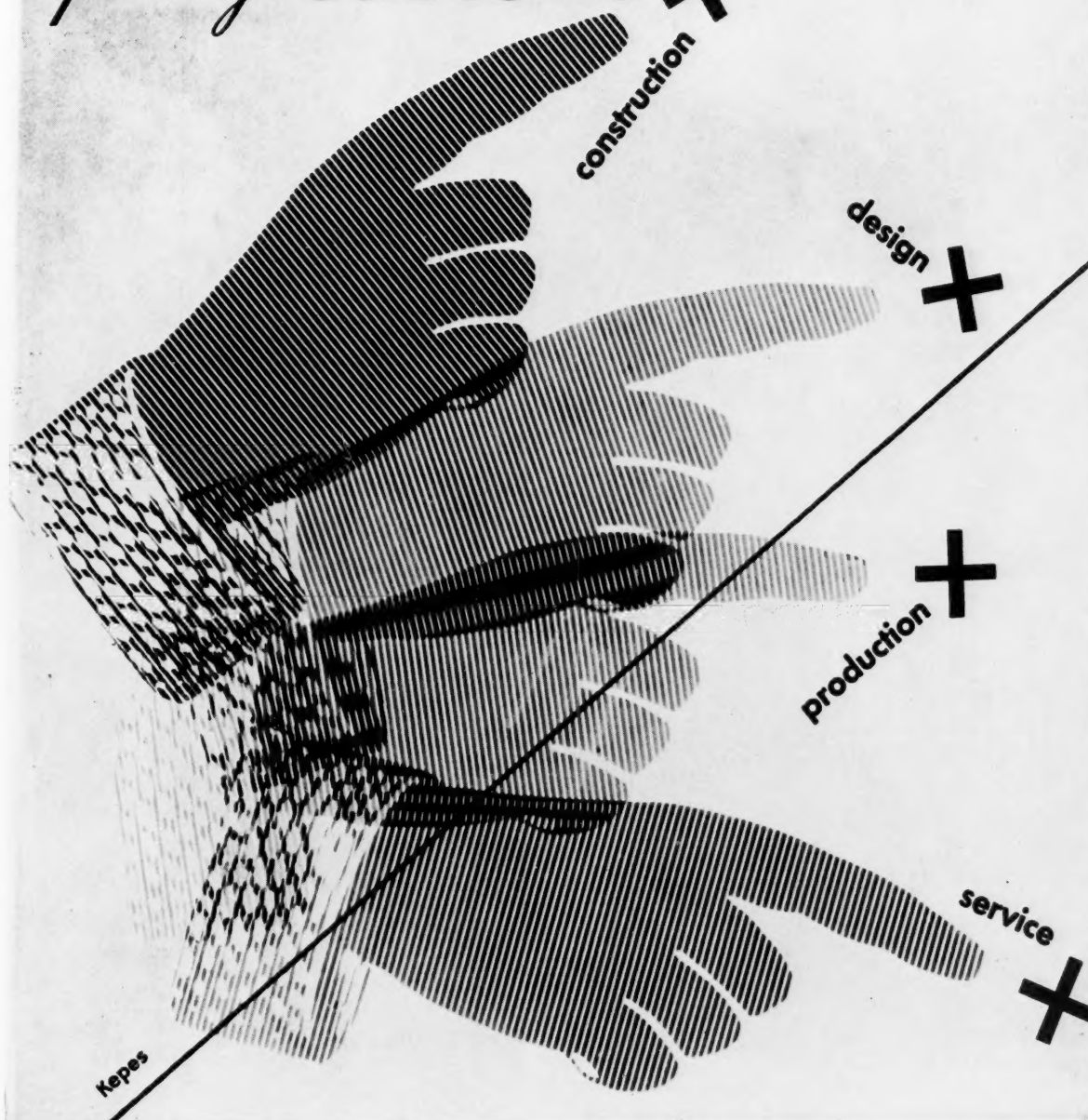
For other lighter lines sold on 50-yd. spools, the company has recently adopted a group of display boxes so designed as to always present a full, neat package on the display counter. This is accomplished by a platform method of manufacture of the box. Both the display flap and the platform are movable so that as the stock is sold the platform can be moved forward to eliminate empty space and to keep the box neat and orderly until the last item is disposed of. After the first two reels have been sold, platform and display flap are moved to forward position. When the second pair of reels have been sold, the platform is removed disclosing a third reserve pair.

Credit: Boxes designed and produced by F. M. Howell & Co. Blue and black flint paper box coverings by Wyomissing Glazed Paper Co. Red box coverings by Middlesex Products Co.

3. The Admiral display box presents four 50-yd. spools for consumer examination and houses two more under the step. 4. The problem of empty spaces left when merchandise is sold, is ingeniously solved by providing a movable display panel which slides forward to eliminate the vacant merchandise space. 5. When four spools have been sold, the step is lifted up and thrown away disclosing the final pair of spools. 6. The Princess Pat box follows similar lines, but provides for nine spools of non-kinking line.



folding cartons +



Real value in folding cartons is a combination of many factors—a team-work of construction, design, production and service. Price alone cannot reveal this value—experience can. Container Corporation's system of building plus values into cartons is set forth in a new booklet, "Folding Cartons +." Clip this coupon for your copy.

CONTAINER CORPORATION OF AMERICA
111 West Washington St., Chicago, Ill. Dept. MP-7

Please send me a copy of "Folding Cartons+," your new book on folding cartons.

Name

Company

Address

City State

CONTAINER CORPORATION OF AMERICA

GENERAL OFFICES: 111 WEST WASHINGTON STREET, CHICAGO, ILLINOIS . . . New York • Rochester • Philadelphia • Pittsburgh • Akron
Cincinnati • Cleveland • Detroit • Peoria • Rock Island • Louisville • Minneapolis • St. Louis • Indianapolis • Wabash • Anderson, Ind. • Natick, Mass.



The new 2-cent tax tags attached to Christmas and other coniferous trees in the state of Minnesota, in conformance with a state law, are supplied in strips, the individual tags being easily detached. All necessary data is imprinted on the tag which is made of strong water-proof stock, capable of withstanding severe weather.

Tree tag solves tax problem

A 2-cent tax tag is being attached to Christmas trees in the state of Minnesota, providing for the supervision and control of such trees

In 1935, Minnesota's state legislature passed an act for the conservation of Christmas and other coniferous trees, providing for the supervision and control of the traffic in such trees. To raise money for enforcing the act, it was decided to place a 2-cent tax tag on each tree sold within the state. However, when the Division of Forestry, Department of Conservation of the state of Minnesota started looking for a tag which would be satisfactory, they found themselves confronted with a good sized headache.

The tag required would, of necessity, have to incorporate several features in its design and construction. It would have to have a firm locking device that could be easily attached by the logger in the woods and it would have to be of a stock that would withstand severe weathering. Another exacting requirement was the element of cost. The tag would have to be inexpensive if any residue of tax money was to be left with which to carry out the details of the law.

The authorities were practically stalemated in the first several months of seeking a suitable tag. They found good locking devices (Continued on page 94)

The logger in the woods can easily attach the tags to the trees. Locking device snaps together easily and once locked cannot be opened. Any effort to open lock merely causes the spring to tighten.



are
met

Precision
hand in h
that can
modern
of it dev
careful ch
that Crow
of uniform

N TH
ARC

THERE MAY BE BETTER WAYS TO BUILD A BOAT...



.... but **CROWN CLOSURES**
are made by the finest
methods known



Precision manufacturing and rigid inspection go hand in hand at Crown to produce the finest closures that can be made. Crown has the finest and most modern closure manufacturing machinery . . . much of it developed by Crown's own engineers. And careful checking by skilled technicians makes certain that Crown Closures reach you with the same degree of uniformity and accuracy that Crown manufacturing


equipment is designed to give. ♦ Whether you use them by the thousands or millions, you can rely on Crown Closures for uniform perfect sealing. They are your best assurance that, as far as the cap is concerned, there will be no dissatisfaction with your package. Write us for samples and prices.

CROWN CORK AND SEAL COMPANY • BALTIMORE, MD.
World's Largest Makers of Closures for Glass Containers

IN THE LONG RUN —

CROWN CLOSURES

COST LESS..



SCREW CAPS
LUG CAPS
VACUUM CAPS
DOUBLE SHELL CAPS
CAPPING MACHINERY

VPO CAPS
MASON CAPS
CROWNS

The old packages at the right contrast sharply with the new ones below in appearance and eye appeal, yet basically the same elements have been employed.



Not discarded—modernized

New Jeurelle packages retain desirable elements of old yet attain completely new flavor

Package designers do not build for the ages. Particularly in the cosmetic field do tastes change and fashions vary—often at an astoundingly rapid pace. Thus Maison Jeurelle, Inc., which a few years ago introduced its cologne and bath powder in packages considered at that time to be perfectly acceptable, recently found itself in line for a refurbishing job. Designer Laurence J. Colwell was commissioned to undertake the work, but because it was not desired to dislocate existing supply contracts, certain portions of the old packages were to be carried over and incorporated in the new designs.

Working under these limitations, the designer has nonetheless achieved a very high measure of eye appeal. The old cologne bottle was found to be thoroughly suitable for continued use as were the molds from which the plastic closure for this container was made. Closure color was, however, changed to match the new color

scheme of the transparent label which replaced the moon-shaped printed label formerly used.

The old folding carton, with its all-over pattern, was replaced by one of the same type, size and shape. The design, however, was altered to conform to the design of the new label which utilized a diagonal garland of tiny blue forget-me-nots interlaced to form the product name and the parallel top and bottom lines. Visibility for name was increased and eye appeal enhanced.

The old dusting powder package was dropped in favor of a smaller size container with a full telescopic lid. This was covered with paper matching the color of the cologne carton and has the same type of lettering in decoration, carrying out the pink and blue color scheme.

Credit: Bottle by the Carr-Lowrey Glass Co. Closure by Armstrong Cork Co. Label by Palm, Fechteler & Co. Carton by Whitlock Press. Dusting powder box by Waterbury Paper Box Co.



CANS THAT DO A SALES JOB...

If your package doesn't do a sales job, then you are handicapping the merchandise you wish to sell. Each type of product should be packaged specifically to appeal to the desire of the consumer. Heekin designers and packaging experts know what appeals to the customer in grocery and hardware stores . . . paint shops and drug stores . . . confectionery and seed stores . . . and we are at your service . . . any time . . . anywhere . . . without obligation. THE HEEKIN CAN CO., CINCINNATI, OHIO.

Heekin Cans
LITHOGRAPHED
With Harmonized Colors



1. Rigid transparent acetate wraps protect the record albums of the Columbia Recording Corp., while, at the same time, providing complete visibility for the colorfully decorated album covers. Thus the dealer is provided with units which lend themselves to effective display and the consumer may quickly see and perhaps be sold by the attractive presentation.

To see or not to see

was the question confronting Columbia Recording Corp., who decided that that which is seen is more readily sold

It was only a comparatively short time ago that some bright designer conceived the idea of enhancing record albums with designs, at times merely decorative, at times symbolic of the recorded music. These album cover designs served the double purpose of providing the dealer with a means of colorfully and effectively displaying the albums, as well as of attracting consumer attention to a complete set of records.

The hand of modernism having once touched the record album field, is now sweeping to greater popularity. Recently, the Columbia Recording Corp. inaugurated a new idea in album packaging. Instead of wrapping colorfully designed album covers in plain kraft wrapping paper, this organization has turned to newer materials which would permit the albums to be more effectively displayed, yet still keep them dust-proof.

Visibility naturally could only be obtained through the utilization of some transparent material. Previous experiments with transparent wrappings, however, had failed to find a material which would not shrink under heat or varying humidity conditions, thus warping the records in the album. Many tests were made by Columbia's sales promotion department before a rigid transparent acetate material was selected as the proper product for the packaging of the albums. Crystal

clear, it will not stretch or shrink, since it is virtually immune to temperature changes. The material is water-proof and durable and will not split or discolor with age. Thus complete protection is provided for the albums.

Credit: Transparent material supplied by the Celuloid Corp.


- 2. Prior to the adoption of transparent wraps, record albums reached the consumer in unattractive, plain kraft wrapping paper.







SO-O-O BIG!

Light in weight and **STRONG**

Packers will welcome these new, big  Pails. Light in weight, with ample label space, attractively and efficiently designed, their shelf appeal will increase sales. Every Pail is equipped with a real utility handle as an added attraction.

 Pails are available in the No. 5 and the No. 10 sizes.

Use  Pails for sales and  Pails for profits!

Write for samples and information today.

HAZEL-ATLAS GLASS CO.

WHEELING, W. VA.





Cards that never "Sit Out" WHEN SALES BEGIN TO DANCE!

Drab cards like drab debutantes at a party become the "wallflowers" of the store counters. Have you a product that has to "sit out" when the sales dance begins because it lacks the oomph that puts it over?

Step into the nearest "5 & 10." You will find attached to Addison "litho-

class" cards merchandise that's moving fast—to the tempo of the sales dance.

A new card may be the glamour dress for that slow-moving "wallflower" product. We will design a colorful card, without obligation, that should get the business you are missing now.



DISPLAY CARDS — CARTONS — LABELS — WRAPS — COUNTER DISPLAYS

ADDISON LITHOGRAPHING COMPANY

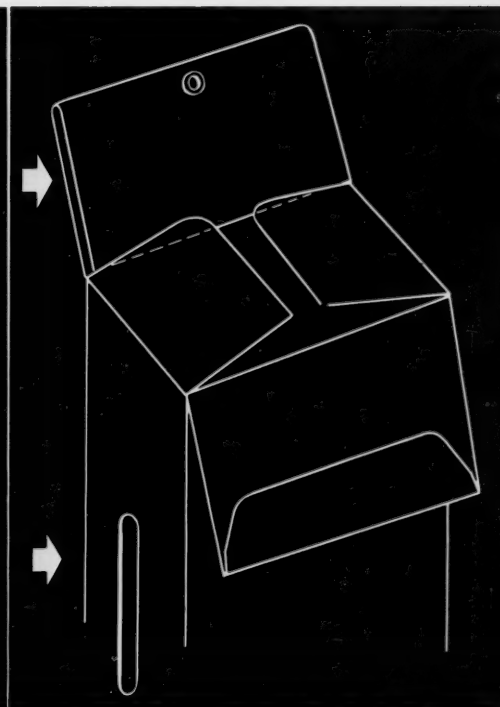
500 FIFTH AVENUE, NEW YORK ROCHESTER, N. Y. 64 WEST RANDOLPH ST., CHICAGO

Modern Display

1. A hanging type dispenser used by the Joseph Burnett Co. Cartons, carrying four vials of liquid colors, rest horizontally in the dispensing column. A double folded flap, eyeleted at the top, is used for hanging and to provide additional display space. A side slot aids the dealers in stock taking. **2.** Drawing shows construction details of the Burnett display. Designed and manufactured by the National Folding Box Co.



1



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Dispensing displays

Part 1: A study by the Institute of Package Research

Dispensing displays are very widely used contrivances which have won much favor among manufacturers and retailers because of certain merchandising advantages which they afford. As discussed in this study, the term "Dispensing Displays" refers to units constructed of folding cartonboard, of sheet metal, of wire, of wood or of set-up boxboard. For the purposes of this study, we have excluded all open display types such as bins, floor stands and racks and have restricted our discussion solely to types which make the merchandising available, one unit at a time.

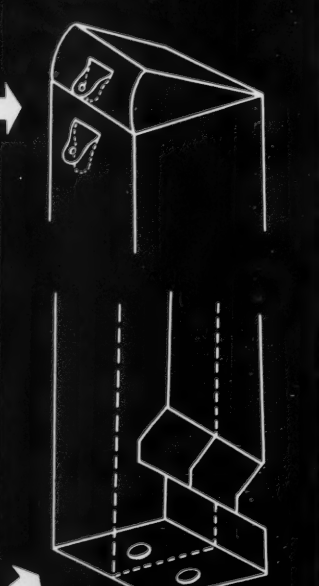
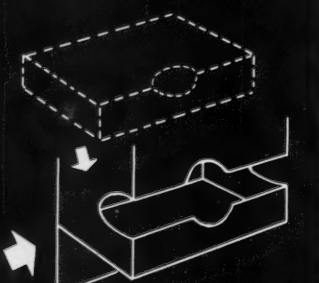
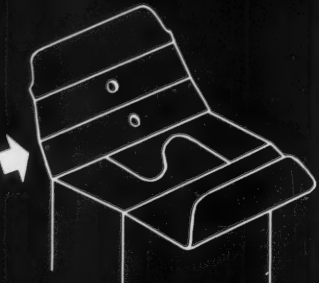
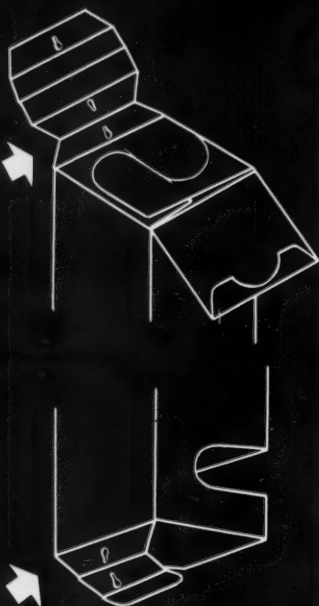
Dispensing Display Functions

Displays of this sort have the great advantage of bringing merchandise into prominent and preferred positions. They group small units of merchandise, which would be lost on shelves or counters, into a convenient display

unit which, by its very nature, must be positioned where the consumer or the dealer can easily see it and easily reach it.

A second function of the dispensing display is to serve the dealer's convenience in handling merchandise. Here, again, a display of this type provides the advantage of holding the product in orderly array, yet always accessible instantly on demand.

Dispensing displays prevent damage to the product from excessive consumer handling and prevent pilferage, at least to a degree, yet at the same time they permit consumer examination of the product. Since dispensers are usually utilized with small items of merchandise whose package copy could not be clearly read when the package stands on a counter or shelf, the display takes on another function, forming a sort of super package or advertising unit which can be read and seen and



recognized by the customer at a substantial distance.

From the viewpoint of the manufacturer, displays have a number of advantages in addition to those mentioned above. They make it easier for the manufacturer to sell a fixed and comparatively large quantity of merchandise to the dealer, who will raise his unit order above the contemplated point, in order to secure a fully stocked dispenser. When a number of products are to be handled by a single dispensing unit, the dispenser provides the manufacturer with a good means of assuring full assortments. Dealers who would tend to order only alternate sizes, let us say, would not presume to do so when a dispensing display, with provision for all sizes of the product, formed a major part of the deal.

Dispensing displays of certain types have the additional function of serving as protective shippers for the product. In this sense, they are particularly economical in that they need not be shipped separately and in that they require very little effort on the part of the dealer to erect them or otherwise prepare them for actual use.

Application—Types of Products

Dispensing displays are obviously not suited to every type of merchandise. Some items are too big and too bulky to be conveniently handled. Others are best presented in mass display. As a general rule, the following types of merchandise may be considered as logical prospects for dispensing displays.

3. Dispensing display for Griffin shoe polishes. The round cans present no difficulties for the rectangular display. Multiple folds on top and bottom flaps make for sturdiness when hung on a tack or nail. Display copy ties in with advertising and window display themes. Designed and manufactured by National Folding Box Co. **4.** A dispensing unit designed to take a minimum of fixture space. Platform insert used to prevent product from falling below dispenser-outlet level. Attached to wall by top and bottom flaps. Display by Brooks Bank Note Co. **5.** Two parallel columns of tea ball packages are held in this display, the central divider separating the two sections. Note unique construction of hanging flap. Designed and produced by Robert Gair Co., Inc. **6.** Dispenser of set-up box construction with slanting column of merchandise and easel integral with box. Cover, over undisplayed merchandise, maintains full appearance of unit used by the Cortland Line Co., Inc. Display by Central Paper Box Co.





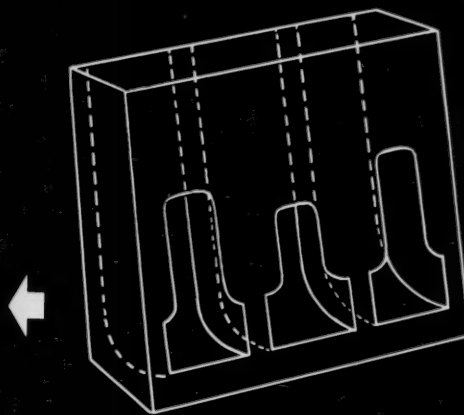
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- A—Small units of well-advertised or well-known products asked for by name and accepted without question.
- B—Merchandise available in a variety of sizes, types or shapes where the dispensing display serves as a stock storage cabinet.
- C—Merchandise requiring the display as an explanation of the nature or use of the product.
- D—Staple items such as aspirin, tea balls, shoe polish, etc., where the display serves dealer convenience and discourages pilfering.

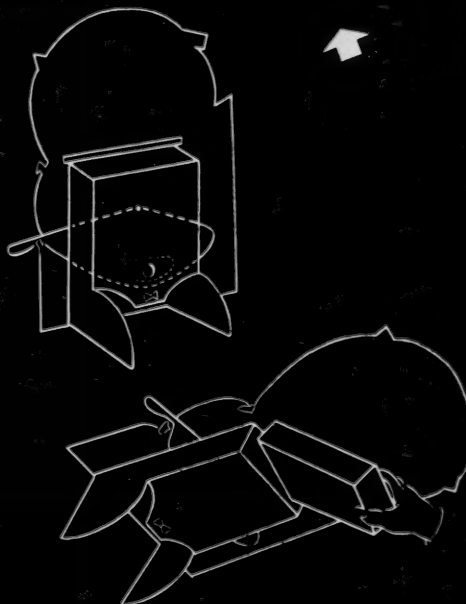
7. A three-column display, used by the Kalamazoo Tackle Co., for dispensing spools of casting line. The back wall curves forward to form the base of each column and thus causes the bottom package to project out of the display somewhat. Of folding carton construction and stapled for added sturdiness. Unit stands without easel. 8. Illustration shows detail of construction of display. Produced by the Arvey Corp. 9. Dispenser used to introduce Kix, a product of General Mills, Inc. Designed so that grocer could cut hole in regular carton and slip it into a display, enabling the consumer to operate the handle thereby obtaining a sample of the product. 10. Illustration shows construction details of Kix display. Lithographed by the Jensen Printing Co. Mounted and assembled by Arvey Corp. 11. Center. Set-up box type dispenser. Note use of four columns of merchandise. Display by Cambridge Paper Box Co. Left & Right. Counter dispensers of easel type, each holding three columns of merchandise. Displays by Brooks & Porter, Inc.

11



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THE HONORABLE PIANO ...VERY AMERICAN...AND ALSO CHEAP

FIFTY YEARS ago, the Japanese admired extravagantly and tried to emulate everything American. Among the Samurai, or the Social Register families, the United States was the smart thing. Every upper class male with yen enough took ship for San Francisco.

Now while Osaki Shindig, a nabob of Yamahama, was making his all-American, he sent home a large square piano. By letter he instructed his servants to uncrate piano, put on legs, otherwise let severely alone.

The first American piano in Yamahama was a social sensation. The local gentry came out in gangs to gurgle tea, and gape at the mahogany monstrosity from a safe distance.

But Hasitu, cabinet maker of Yamahama, was far from pleased. Hasitu suspected that such foreign imports might hurt the home trade.

By the discreet passage of some folding money to the Shindig servants, Hasitu and two assistants got into the house for a close-up of the piano one day when the family was away. Quickly, without leaving a telltale finger print, they took down the exact dimensions of the piano, and made working sketches.

Three weeks later, Hasitu put on his best bathrobe and Sunday sash, and invited all his charge account customers in good standing to see his version of the Honorable Piano, very American, and also cheap.

Unfortunately, Hasitu hadn't the foggiest notion of a piano's real function. When one of his imitation ivory imitation keys

was pressed nothing happened. Outwardly it was a grand piano, but the guts were missing. When Hasitu discovered his grave error, he correctly committed hari-kari... The Japanese have many admirable traits.

MANY A buyer of store display does not distinguish between a cabinet and a piano, mistakes a Hasitu for a Mason & Hamlin. For while most store display is lithographed, most lithographic jobs are not store display. A good lithographer can be a poor display producer.

We happen to be lithographers, but our product is store display. We leave the 24-sheet posters, the packages, labels, letterheads, box wraps and colored catalogs to others, claim no particular proficiency in those fields.

We are good lithographers—with a large plant, an exceptionally competent staff, fine equipment. Some of our presses are unique and exclusive in the industry. We pioneered in the etched dot, and direct color process. We know and practice all the best techniques.

But for thirty years, all our abilities and facilities have been devoted principally to store display. Our job starts with the *function* of the display, ends with the window. We begin with an *idea* rather than an illustration.

We believe that any store display—counter, floor, or window—must *stop* the prospect, *show* the product, *sell* the story; and recall and re-sell the





advertising. Good display helps the consumer, retailer, and display buyer.

Window dimensions, store traffic, service counter demands; mixed express shipments, and the cubic capacity of salesmen's automobile trunks; the I. Q. of retail clerks who unpack and assemble displays; Southern sun, coastwise humidity, steam heat, the life of ink and the structural stresses of cardboard; the sampling campaign, the introductory offer, the special deal, the price promotion; the standing, walking or riding prospects; the visual competitions, advertising associations, trade practices—all enter into our planning.

We spend a lot of time and study in main street and back alley stores, follow through on our jobs, have collected hundreds of case histories. And our angle is that a display is something to sell *for* you, rather than sell *to* you.

The foregoing may sound

pretty cocky, but our customers will confirm our claims.

Remember just two things:

ALL DISPLAY is expensive. The average display piece costs a dollar to produce. Shipping costs money. Salesmen's time selling the display costs money. Windows sometimes must be paid for in cash or goods. Window and floor space cost the retailer rent. But the most expensive display, no matter how much your purchasing department saved on the printing job, is the one that *doesn't do anything!*

And your store display represents your products and your firm—to the prospect *closest to buying*. Look at your current displays closely, and see the kind of ultimate representation you get! So long as you spend for displays, why not get the most for your expenditures?



EINSON-FREEMAN CO., INC.

DISPLAYS THAT SELL

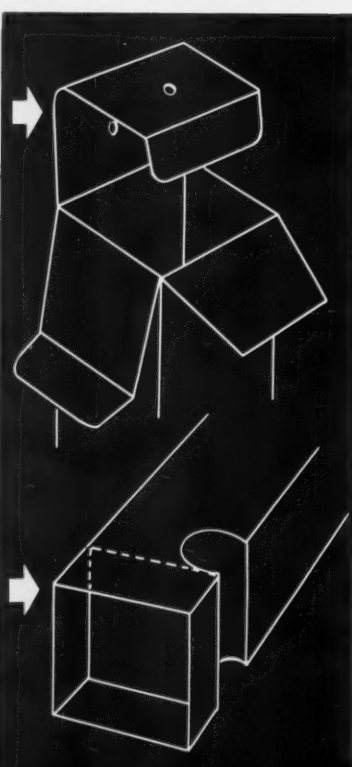
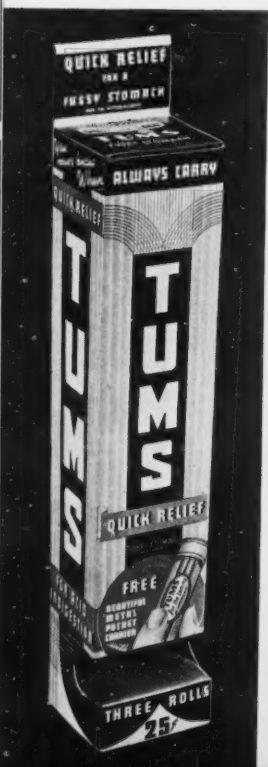
GENERAL OFFICES AND PLANT • LONG ISLAND CITY, N. Y.



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14

Construction Types—Folding Boxboard

Most widely used of all types of dispensing displays are those formed of folding cartonboard. An almost infinite number of structural types have been developed in this category and a number of patented units are available. Almost every display in this field, however, shows certain general characteristics.

The gravity feed principle is used almost universally. The display holds a column of merchandise. Access is provided to the bottom unit in the column by means of thumb holes or finger slot recesses. Upon removal of the bottom unit, the entire column drops downward. Thus a new unit is always available, yet the display looks always full.

The fact that the display is deliberately designed so as to look full has raised a problem among dealers which display designers have solved in a number of ways. The dealer must know how many units of merchandise are left in the display in order to re-order when stocks run low. One method is to provide a slot on the side of the display through which the packages inside may be seen. This slot usually extends from a point at about the height of the third or fourth package in the column upward to a point at about the height of the seventh or eighth package. A column carrying a dozen packages would thus flash a warning signal when three-quarters of the merchandise had been sold.

Frequently it is desired to create a dispenser having more than one column of merchandise. A number of constructional types have been developed using either parallel columns placed side by side or parallel columns one behind the other. In the latter case, the column which stands furthest forward in the display has the dispensing aperture immediately above the second column's dispensing opening.

Another important consideration in the design of dispensing displays—particularly those which must hang on walls—is the construction of the hanging portion. A number of different tab constructions have been developed. Some displays rely upon a single hanger formed by a tab at the top of the display. Others utilize top and bottom tabs, the unit being hung on two nails or tacks. The latter type is particularly desirable for tall column displays where the weight of the column and excessive handling would tend to tear a single hanger. Frequently hangers are reinforced with eyelets or other reinforcing devices.

12. Recent redesign changed the Acheson and Harden Co.'s Sanipac displays from the open type, shown at the rear, to dispensers as seen in the foreground. Dispensers so constructed as to permit of use hanging or on counter. Produced by Densen-Banner Co., Inc. Board by Lowe Paper Co. **13.** A dispensing carton designed for use with a fixture attached to a drinking cup fountain. This structure is, however, susceptible of application to display fixtures where packets or similar flat units are to be dispensed. Manufactured for the Non Spill Paper Cup Corp. by Robert Gair Co., Inc. **14.** Attractively decorated is the Tums display constructed with recessed base to raise level of interior compartment to dispensing point. Note unique construction of hanging flap. Display by The Gardner-Richardson Co.

It is usually found desirable to locate the dispensing aperture somewhat above the bottom of the display. This provides advantages both from the viewpoint of design and in structural strength. A number of constructions are available to achieve this effect. Sometimes the bottom is so scored as to form a raised recess or platform or what might be called a false bottom. In other cases, a small cardboard insert is used to fill in the space between the display bottom and the dispensing aperture. In all cases, it is desirable that the base of the display be most sturdily constructed since this is the point which will receive the greatest wear.

Construction Types—Set-up Boxboard

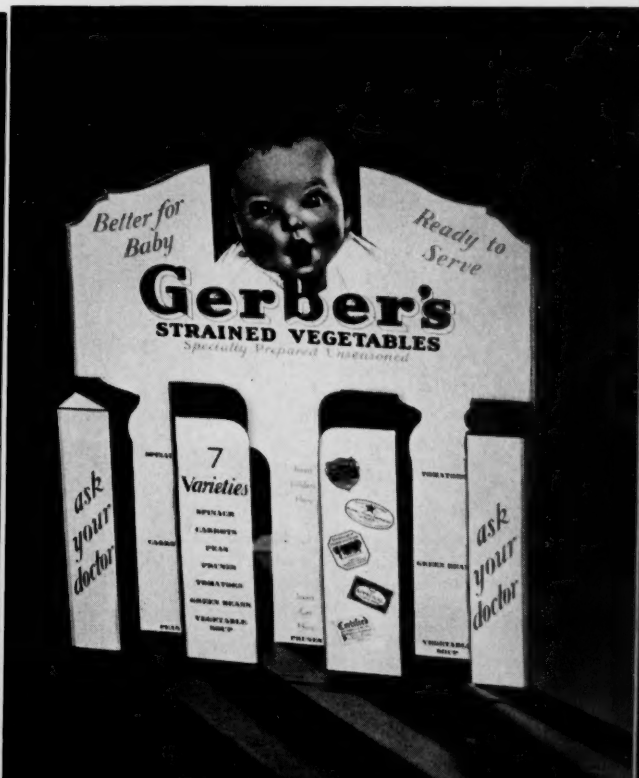
Dispensing counter displays frequently utilize a set-up box construction. Here instead of the vertical column, a slanting column of merchandise is used with the bottom units visible to the consumer. Upon removing one of these units, the unit immediately above it, on the incline, drops into place. The angle of incline may vary from 45 deg. to almost vertical, but should be great enough to insure the merchandise sliding downward when the bottom unit is removed. Displays of this type are usually designed to (Continued on page 98)

15. Inclined counter unit with two dispensing portes. Unit also has hanging flap permitting use as shelf display. Produced by The United States Printing & Lithograph Co. **16.** Easled advertising panel equipped with dispenser receptacle of folding board. Small metal fixture keeps product from dropping out of dispenser. Produced by the Arvey Corp. **17-18.** Simple dispensing display die-cut from a single sheet of board. Here illustrated in the flat and as erected ready to receive canned product. Cans are removed from tops of columns, the gravity principle not being used. Produced by the Arvey Corp.

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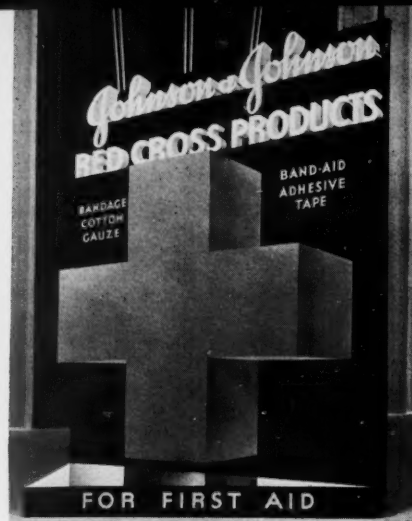
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DISPLAY GALLERY

1 Currently being distributed by the California Fruit Growers Exchange is this brilliantly colored lithographed counter display card which stresses a single, not so well-known use of Sunkist lemons. Illustration and legend tell a graphic story, while a pad of leaflets, stapled to the display, offer consumers a means of obtaining detailed instructions for use of lemons in conjunction with soda. Display and leaflets lithographed by The Forbes Lithograph Co.

2 Ingenious design and construction give this counter display an appearance of being three dimensional. The unit, however, is made from a single plane cut-out. The Johnson & Johnson Red Cross trade mark, as well as company and product name, appears to be forging forward, a forceful presentation achieved through clever design. Created and lithographed by The Forbes Lithograph Co.

3 Noco Sheen soapless shampoo, an offering of the National Research Co., is sold in a paper envelope. The consumer, however, is not able to tell how much usable product she is purchasing and therefore the company has adopted this counter display which tells the story in a novel manner. The prospective purchaser can quickly see that the contents of the sales package dissolved in water will give 8 oz. of shampoo. The prepared

shampoo is presented in a dummy bottle for close inspection. Produced by S. Liebe & Co.

4 Counter display space being at a premium, the Pro-phy-lac-tic Brush Co. has adopted a unit which occupies only 9 1/2 in. by 10 1/2 in. of counter area, while holding 48 boxed brushes. The base of the cardboard unit is constructed to hold each packaged brush in an individual niche. Price insertions may be changed, thus permitting the dealer to present two different types of Masse brushes if he so desires. Designed and manufactured by the Leominster Paper Box Co.

5 Manufacturers worried about Christmas presentations may profit by what Thomas J. Lipton, Inc., has done by way of holiday packaging. Holiday packs of tea are shipped and displayed in a duplex type corrugated container printed in red and blue. Closed, the unit serves as a shipping case meeting all transportation requirements. Reaching the dealer, it is opened to form an attractive counter merchandiser with plenty of holiday atmosphere. Created and manufactured by the Hinde & Dauch Paper Co.

6 "Eye it, try it, buy it" is an old sales slogan. Remington Rand, Inc., put it into actual use in this display. A large mirror dares men (and their wives) to behold the need for a good close shave. Flashing copy invites a "try" and the shavers

of different prices are displayed under a transparent acetate window. Constructed by Jenter Exhibits and Displays Co. Transparent acetate material by the Celluloid Corp.

7 As a reminder to vacationists to include lightweight garters in their summer wardrobes, the Pioneer Suspender Co. has adopted a display which obviously suggests travel. An airplane luggage type overnight bag is designed to hold 3-doz. pairs of garters, carrying a sales message on a card within the open lid. With regular nickel catches and leather handle and even complete to key and lock, this case has utility value after the garters have been sold or may be used as a prop to other vacation displays.

8 To introduce its new tobacco pouch packages to the public, the Rum and Maple Tobacco Corp. adopted this ingenious merchandiser. Two display sections are attached, by means of their back panel display cards, so that the maximum flexibility for presentation is obtained. The units may be placed parallel to each other on the retail counter or at right angles or even back to back, depending upon the space available. Pouches by Thomas M. Royal & Co.

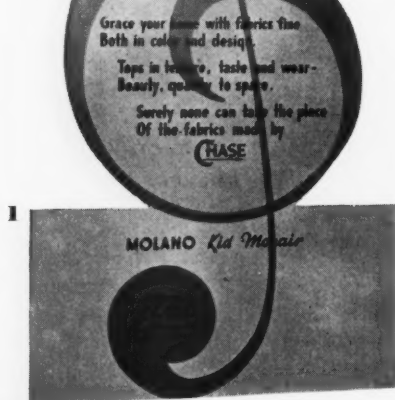
9 This display cabinet not only provides for the storage of a good supply of Sunlite Manufacturing Co. luncheon cloths, but permits the consumer to see and feel the products. Two side racks, holding a good number of cloths in a manner

which permits the consumer to see the pattern and to feel the material, are so inserted into the frame of the cabinet as to slide out easily, thereby increasing visibility of the products. The center section has a shelf capacity for 72 packages. To supplement the presentation and to show the cloth as it appears in use, a photographic illustration tops the shelf section.

10 In order to focus consumer attention upon a small counter merchandiser, good color selection and well-planned design treatment are essential. Nestle's goldenrod-yellow semi-sweet chocolate wrappers are set off to good advantage against the rich red background of the small carton display. One of the uses to which the chocolate may be put is stressed through copy and illustration. Prior to being utilized as a display merchandiser, the unit serves as a shipping container. Designed and constructed for Peter Cailler Kohler Swiss Chocolates Co., Inc., by the National Folding Box Co.

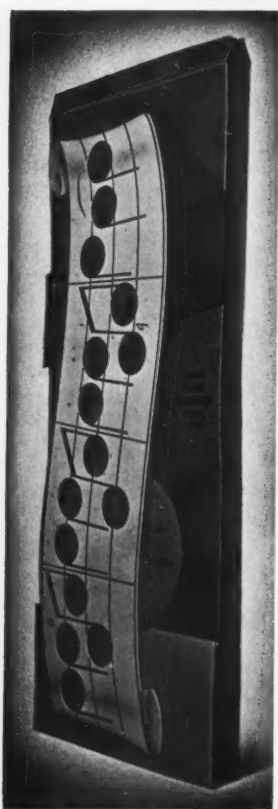
11 The Hodgman Rubber Co., manufacturers of sporting specialties, has adopted a display carton so designed as to ship flat, but to permit instant conversion, by the dealer, into a counter display. Surface decoration has been planned to explain and illustrate the appearance and function of the product. Each jacket has its own display label executed in three colors. Designed by Franklin Advertising Service. Manufactured by the Paris Paper Box Co.





Musical note fabric display

Unusual design and substantial construction characterize the upholstery fabric display adopted by L. C. Chase & Co., Inc.



2

1. The base of the Chase fabric display is in the form of a musical clef which acts as a support to a staff on which are fabric-covered notes. By changing fabric samples, new qualities may be inserted as desired and thus the unit is entirely flexible. 2. The staff and clef are easily dismantled for shipment. A sturdy corrugated container holds the two major pieces of the unit together with 15 discs which act as plugs for holding the fabric samples in place.

Untidy heaps of colored fabric or swatch books of fabric samples are typical of the standard of display in furniture or drapery sections of department stores or furniture shops. The formlessness of the material does not lend itself to neat or attractive display. Yet it is essential that such merchandise be presented in a manner which will permit the consumer to see the design and feel the texture of the material.

Realizing that the display problem set by the nature of the merchandise is a challenge to and an opportunity for the manufacturer willing to help his dealers to achieve more effective showmanship, L. C. Chase & Co., Inc., lately adopted a display stand for its upholstery fabrics which permits the consumer to see and feel the material and which, because of its novel appearance and durability, is likely to be a welcome addition to any furniture department.

The display is an easel type unit which, when assembled, resembles a musical staff and clef. The staff or scroll is supported by a musical clef which, in turn, is supported by a hinged leg or easel on the back. The staff pivots on the clef and when swung into its correct position, the complete display stands approximately 6 in. high with the staff approximately 6 in. wide. The base is 2 ft. 6 in. wide. Although the materials used are $\frac{1}{2}$ in. pine plywood and $\frac{1}{4}$ in. tempered masonite, no tools are necessary for setting up the display. The entire assembly, including unpacking and placing of fabrics, is said to take about 10 minutes. (Continued on page 98)

Calendars



The pause
that refreshes

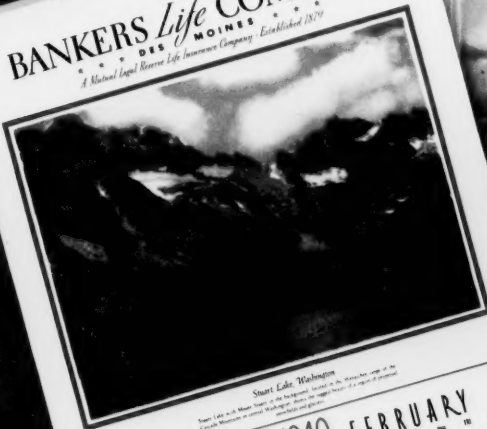


Builders of sales
and good-will, created
and lithographed by
FORBES



GREETING

BANKERS Life COMPANY
DES MOINES
A Mutual Legal Reserve Life Insurance Company. Established 1879



Stuart Lake, Washington

Bankers Life and Trust Company, 100 Broadway, New York City. Branches in all principal cities of the United States and foreign countries.

JANUARY 1940											
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					



1940 JANUARY 1940						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

1940 FEBRUARY 1940						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

SOCONY-VACUUM



OIL COMPANY, Inc.



Straight Sailing
TO HEALTH AND HAPPINESS WITH

WHITING'S



Seasons Greetings

MAY HEALTH, HAPPINESS AND CONTINUOUS GOOD CHEER
BE YOUR SHARE OF LIFE THROUGHOUT THE COMING YEAR.

Your Whiting Milkman

QUALITY FOR A CENTURY

Forbes creates and produces millions of
calendars each year — no stock designs;
each calendar developed to do a specific job.
Let us create a calendar for you — we'll do our
best to merit the same measure of enthusiastic
satisfaction expressed in this letter from the
Whiting Milk Company.



"REPEAT ORDERS
PROVE THE SUCCESS OF THE
WHITING 1940 CALENDAR"

Calendars, when properly conceived, de-
signed and executed, are mighty potent
sales and good-will items.

Look at what you get in a calendar:

- A real consumer demand; ✓
- No space charge; ✓
- Advertising right at the point of use; ✓
- Absence of competitive advertising or
competitive interest; ✓
- A full-year showing — every hour of every
day; ✓
- Low circulation cost; ✓
- Opportunity to identify local retail dealer; ✓
- A valuable good-will builder. ✓

WHITING MILK COMPANY
570 RUTHERFORD AVENUE, BOSTON, MASS.
TELEPHONE CHA 2800

January 28, 1940

Mr. Frank Moore
Forbes Lithograph Manufacturing Co.
P. O. Box 513
Boston, Massachusetts

Dear Frank:

Well, we did it...just what was planned
way back last August.

When a calendar is right and people ask
for it, write in, particularly for a certain one,
when the picture and copy make newspaper publicity
and the slogan is repeated both by word and in
other advertising...it follows naturally that a
demand has been created. The repeat orders prove
the success of the Whiting 1940 calendar.

The Forbes craftsmen are to be congratulated
for their fine work. Let me thank you, per-
sonally, for so carefully handling and supervising
all the details of kodachrome photography, layout,
design, colors, printing and delivery. We find it
a pleasure to work with you.

With kind personal regards, I am

Sincerely yours,
WHITING MILK COMPANY

Donald W. Gardner
Donald W. Gardner
Director of Public Relations

FORBES



LITHOGRAPH CO.

P. O. BOX 513 • BOSTON

NEW YORK

CHICAGO

CLEVELAND

ROCHESTER

DETROIT

Adapting the display to the product

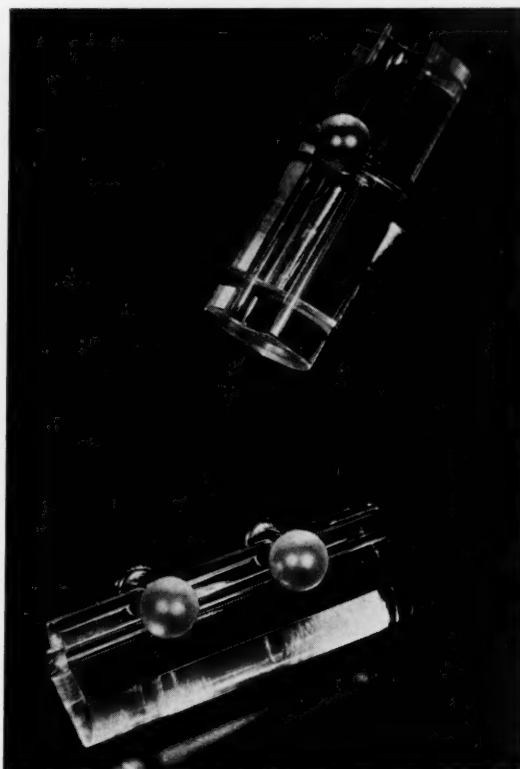
Simplicity of design and richness of material combine to effect an ideal display piece for diamond rings and other jewelry

Practically every type of product adapts itself to the benefits of some one display form, depending largely on what is to be accomplished in the manufacturer's merchandising plan. Some products require displays which fulfil a specific utility requirement in a merchandising campaign. Other products need a display which ties together related small items or includes several varieties.

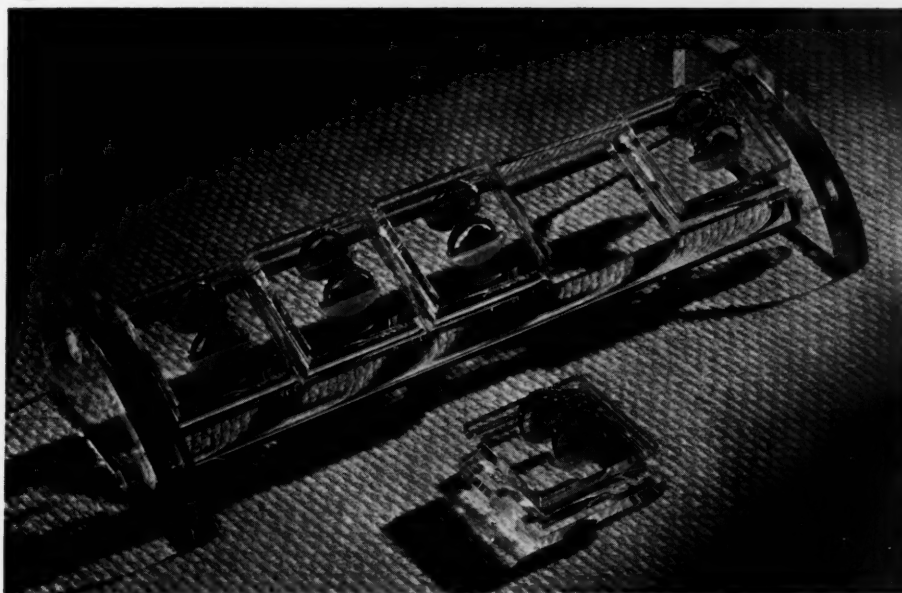
Jewelry is a product which, in itself, is so brilliantly attractive that the simpler the display background, the more consumer attention is centered upon the actual merchandise. Thus reasoned Byard F. Brogan of Philadelphia, ring manufacturer, who adopted a display which is an ideal illustration of how simplicity of design focuses attention upon the product.

The display is made of an acrylic resin thermoplastic material which is crystal clear and rich in appearance, yet durable and sturdy enough for long-time use. Similar patterns of wedding and engagement rings are presented on the display, each set being held in niches provided in unit display blocks. Five of these blocks are held on an acrylic resin counter rack. The use of individual blocks was found most satisfactory, since acrylic resins have the unique ability to catch and reflect light.

Credit: Acrylic resin material supplied by Röhm & Haas Co., Inc.



2

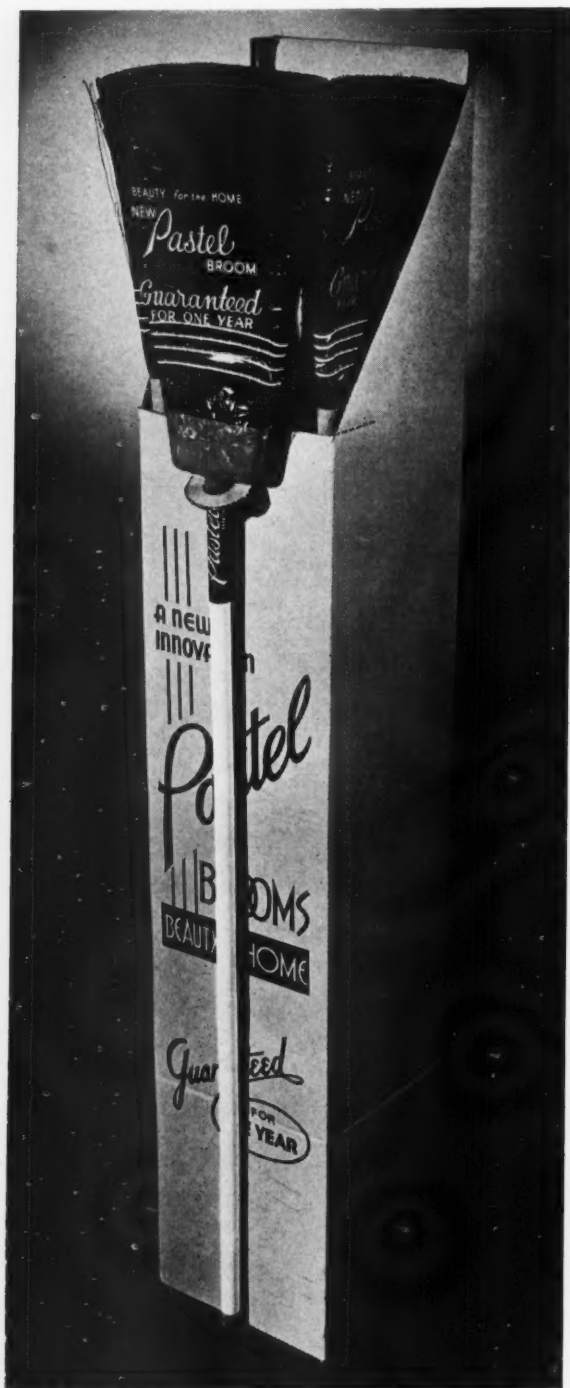


1. Acrylic resin material is utilized for these small counter display pieces for the presentation of earrings. The simple unit tends to concentrate attention upon the consumer product.

2. The individual acrylic resin blocks, holding the rings in niches, are set on a plastic counter rack. The edge of the unit blocks gives a sparkling appearance while the diamond rings are surrounded by a plain frame area which set them off to a very good advantage.

Brushing up broom sales

Loud and enthusiastic was the reception accorded the new plastic-trimmed, colorful brooms developed by Rich & France, Inc.



Booming in household accessory departments of retail stores these days is a new broom, introduced recently by Rich & France, Inc. The humble broom has at last come under the influence of the industrial designer, having been given a colorful and streamlined appearance. The broom corn is now available in a variety of pastel colors to harmonize with the general color scheme of the kitchen. A molded plastic shoulder, in colors to match the corn, has been incorporated in the broom design to both enhance its appearance and to increase its durability and usefulness. A plastic hanger likewise adds to the decorative appearance of the pastel broom and serves as a handy means of positioning the product in the closet.

This advance in broom design and construction is forcibly brought to consumers' attention via a floor display stand, designed to focus attention upon the brooms and to encourage self-service. A dozen brooms are shipped to the dealer in a corrugated carton which, upon receipt, is quickly converted into a display merchandiser. The top portion of the carton is so printed and scored as to permit the dealer to tear off the marked portion, thereby leaving the broom corns free for inspection. In order to permit a full view of the plastic shoulder and hanger, a die-cut slot is provided through which the handle of one broom is inserted, the handle itself being placed outside of the display container.

Each broom is cellophane wrapped in order to protect the corn against dust and dirt and to serve, at the same time, as the means of identifying the product. The product name and a guarantee message is imprinted in white on the cellophane wrap.

The desire for color in household appliances has, no doubt, been one of the contributing factors for the enthusiastic reception the pastel brooms have been receiving since their introduction on the market. The fact, however, that Rich & France, Inc., has taken brooms out of the back room and has brought them out front where the consumer can see and help herself has likewise been an important factor in making the pastel brooms one of the fastest selling brooms on the market.

Credit: Carton by Tell Fibre Products Co. Printed cellophane wraps by the Cromwell Paper Co.

A dozen pastel brooms in assorted colors are shipped to the dealer in a corrugated carton which may be quickly and easily converted into a floor display merchandiser. A printed cellophane wrap encircles each broom corn to protect it against dust and at the same time, to clearly identify the product.

Here Is Your Aladdin's Lamp



RUB IT AND MAYBE NOTHING WILL HAPPEN!
On the other hand, think of the pleasant surprise if it really works.

No matter what your business or your product, you are often confronted with a job or a part of a job that presents a problem—a cost factor to be overcome, a deadline to meet, an idea to be developed.

We at *Merit*, with our youth and enthusiasm, with the flexibility of a plant whose facilities can be adapted to your own use, with our eagerness to know you, and to understand the mechanics of your business that indirectly govern the success of a contemplated display promotion for your product—we think you will like to work with us.

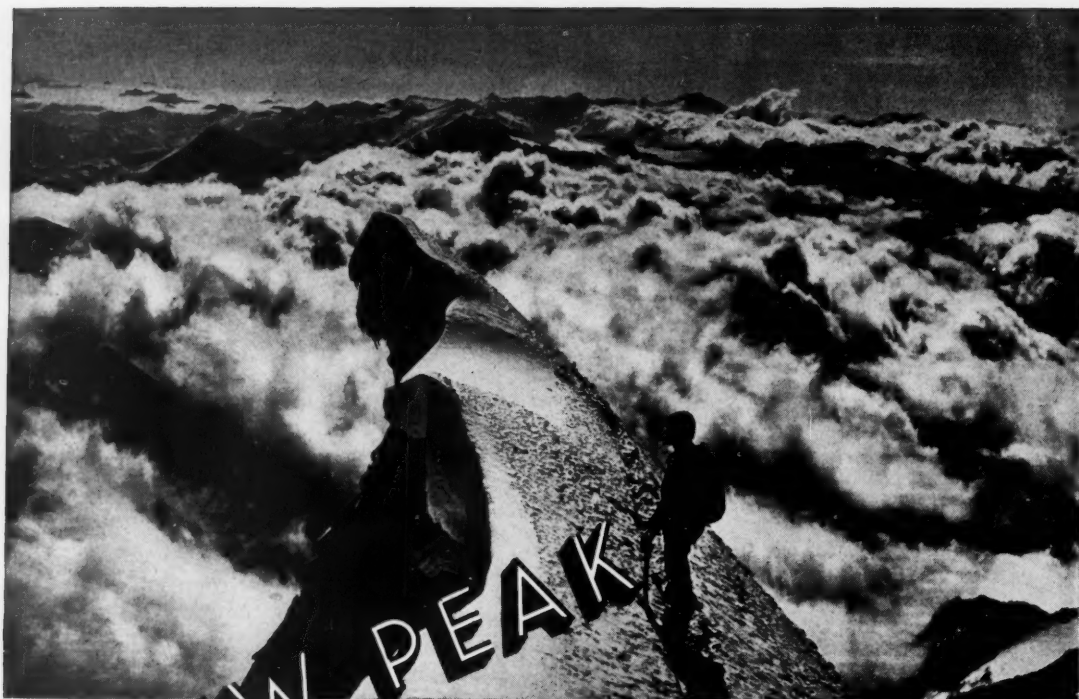
MERIT has just about every facility from the first rough layout, to the most intricate finishing services right under its own roof. All the departments of display creation: art work, silk screen, printing, die-cutting, mounting, etc., are integrated into a smooth organization especially adapted to the solution of difficult display problems. Small runs of large displays, large runs of small displays, broken runs and a host of other tough assignments are routine with us.

MERIT DISPLAY CARD COMPANY

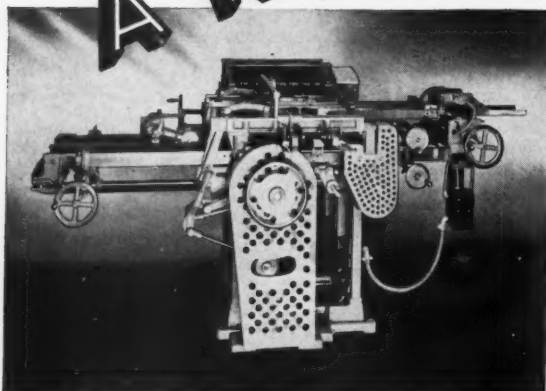
36 West 20th Street

CHelsea 2-4217

New York City



A NEW PEAK in Versatility .. Size Range .. Ease of Operation



It's easy to see why so many manufacturers are installing the Model FA in their plants. In the FA, they find *versatility* at its peak of development. . . . They also find that this machine hits the high mark in *size range* and *ease of operation*.

Wraps many different types of packages, including extension-edge boxes, open boats, and turned-up-side trays, as well as ordinary cartons. May be equipped to handle transparent cellulose, glassine, waxed paper, foil, or plain paper wrappers—with Electric Eye registration, if desired.

The FA may be adjusted for different sized packages in only ten minutes. All parts are readily accessible. All adjustments are made by convenient hand-wheels—no tools required.

Cutting down labor costs, stepping up production speeds, economizing on wrapping material—the FA offers a real opportunity to make needed savings.

Consult our nearest office.

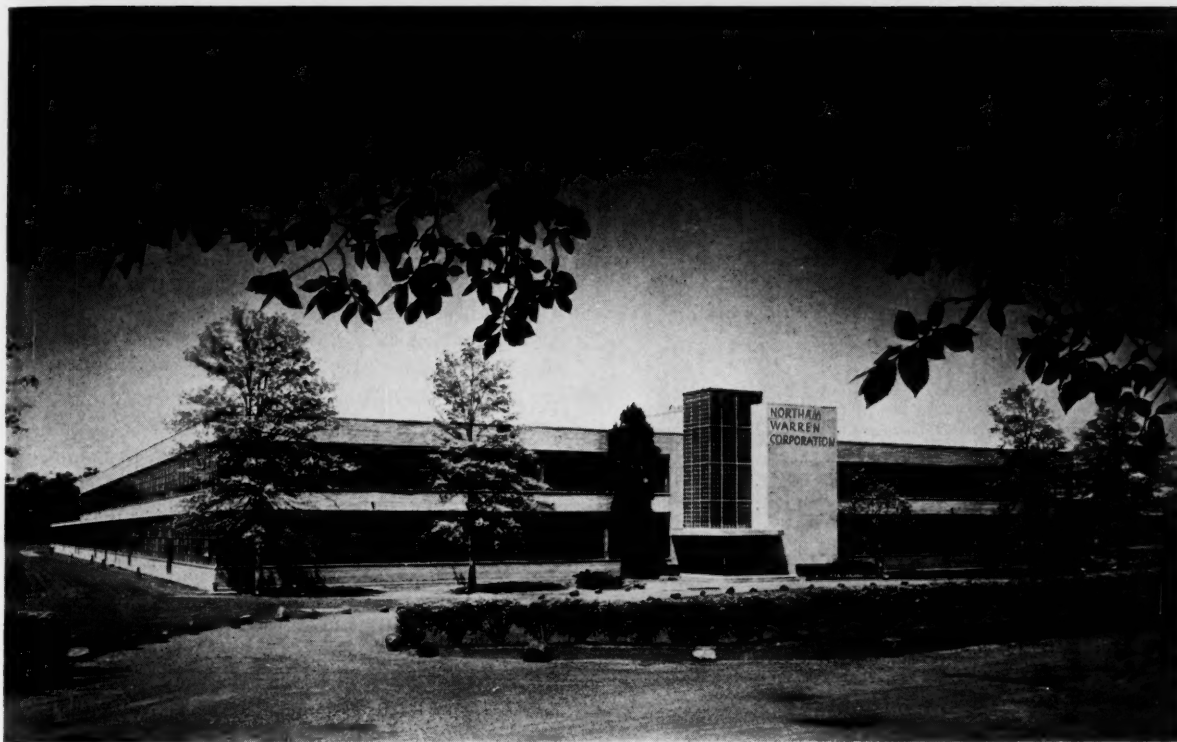
Write for Literature

PACKAGE MACHINERY COMPANY . . Springfield, Mass.
NEW YORK CHICAGO CLEVELAND LOS ANGELES TORONTO
Mexico, D.F.: Agencia Comercial Anahuac, Apartado 2303
Buenos Aires, Argentina: David H. Orton, Maipu 231
Peterborough, England: Baker Perkins, Ltd.
Melbourne, Australia: Baker Perkins, Pty., Ltd.

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

Packaging Production and Technique



1. The new plant measures 240 ft. by 520 ft., covering about five acres.

The new Northam Warren plant

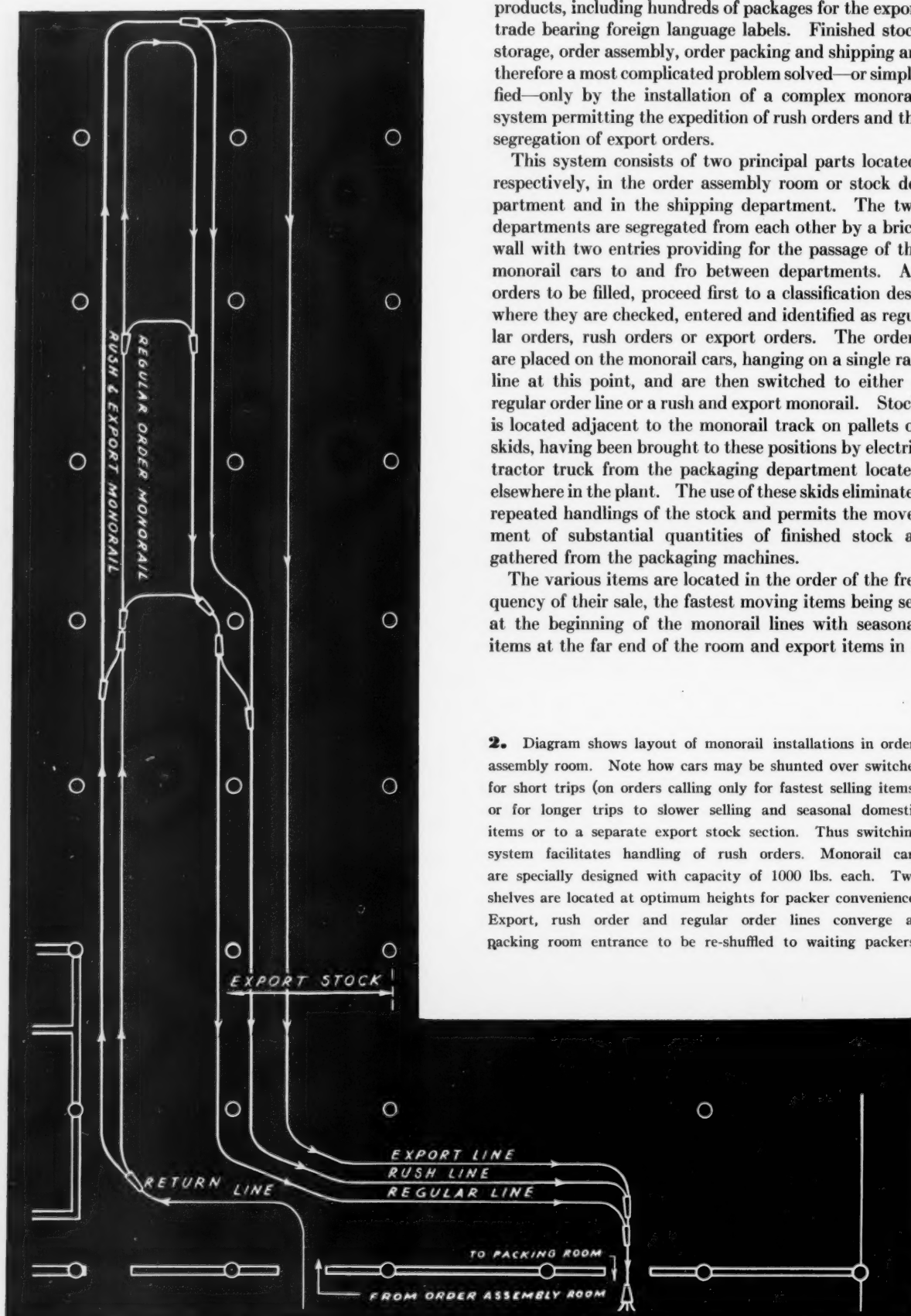
Monorail system and scientifically designed packing bench simplify complex shipping problems

The largest new plant to move into the State of Connecticut in the last ten years has recently been opened by the Northam Warren Corp. at Stamford. Set in a background of trees and park, it occupies a site of nearly nine acres. The building, one of the largest and handsomest of its kind in the country, is of glass and steel designed along striking modern lines. The principal manufacturing floor occupies an area of 240 ft. by 520 ft. (about five acres), with a second story measuring 240 ft by 300 ft. The upper floor contains executive offices, research laboratories, color studios and manufacturing and control laboratories. The area, in which the products are prepared, is located immediately above the filling and packaging lines, ten in number, and feeds to these lines by a gravity system.

All material handling and the storage of unused packaging materials, as well as finished packaged goods, are cared for on the giant main floor where the layout provides for the most modern system of straight line production.

So many novel features are to be found in the plant, in respect to packaging and material operations, that a single article would not adequately suffice to cover them. For this reason, the present article will consider the material handling system for finished goods and a subsequent article, to appear in the August issue of *Modern Packaging*, will discuss the actual packaging operations.

The company distributes something over 1000 different varieties and types of manicure and deodorant



products, including hundreds of packages for the export trade bearing foreign language labels. Finished stock storage, order assembly, order packing and shipping are therefore a most complicated problem solved—or simplified—only by the installation of a complex monorail system permitting the expedition of rush orders and the segregation of export orders.

This system consists of two principal parts located, respectively, in the order assembly room or stock department and in the shipping department. The two departments are segregated from each other by a brick wall with two entries providing for the passage of the monorail cars to and fro between departments. All orders to be filled, proceed first to a classification desk where they are checked, entered and identified as regular orders, rush orders or export orders. The orders are placed on the monorail cars, hanging on a single rail line at this point, and are then switched to either a regular order line or a rush and export monorail. Stock is located adjacent to the monorail track on pallets or skids, having been brought to these positions by electric tractor truck from the packaging department located elsewhere in the plant. The use of these skids eliminates repeated handlings of the stock and permits the movement of substantial quantities of finished stock as gathered from the packaging machines.

The various items are located in the order of the frequency of their sale, the fastest moving items being set at the beginning of the monorail lines with seasonal items at the far end of the room and export items in a

2. Diagram shows layout of monorail installations in order-assembly room. Note how cars may be shunted over switches for short trips (on orders calling only for fastest selling items) or for longer trips to slower selling and seasonal domestic items or to a separate export stock section. Thus switching system facilitates handling of rush orders. Monorail cars are specially designed with capacity of 1000 lbs. each. Two shelves are located at optimum heights for packer convenience. Export, rush order and regular order lines converge at packing room entrance to be re-shuffled to waiting packers.

There's no need of

DIVIDED RESPONSIBILITY



It's simple logic. Divide responsibility for performance and you reduce operating efficiency. Avoid this pitfall by installing coordinated Pneumatic hook-ups to handle every packaging operation.

WHEN YOU CAN BUY "ALL PNEUMATIC"

Perhaps you need medium output on several different size printed, unlined cartons. Or maybe you want high speed equipment for one or two inner lined cartons. Pneumatic has the machines for producing exactly the carton construction you require and for 30 to 330 gross daily output.

For years the packaging leaders have depended on Pneumatic for the solution of their package production problems and during the past five decades Pneumatic has built up a vast fund of practical knowledge which is available to you, free.

Our technical department will study your factory layout and make up tentative drawings for your analysis. They also help with package construction details or advise on correct materials.

When you buy an engineered Pneumatic hook-up you can be sure that the world's largest packaging machinery maker guarantees its complete performance. SEND for your copy of Bulletin 100 today! It tells you how Pneumatic can help you avoid divided responsibility.

115 GROSS DAILY



CARTON FEEDER & BOTTOM SEALER TWO SCALE TOP WEIGHER SEALER

230 GROSS DAILY

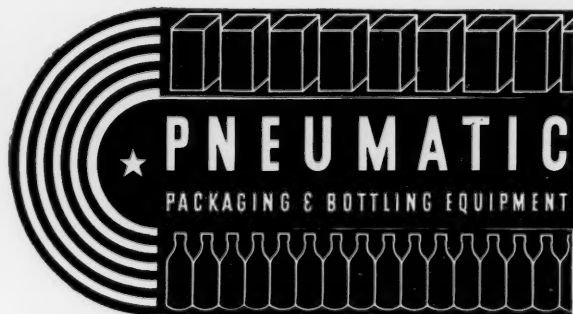


CARTON FEEDER & BOTTOM SEALER TWO LARGE LINERS 6 SCALE NET WEIGHER LINING CLOSURE & TOP TUCKER

330 GROSS DAILY



CARTON FEEDER & BOTTOM SEALER 6 SCALE NET WEIGHER TOP SEALER



Sketched are just three of the dozens of unit hook-ups Pneumatic builds for feeding, forming, lining, filling, weighing and closing nearly any folding carton package. Sizes range from 1/2 ounce to 6 pounds.

PNEUMATIC SCALE CORPORATION, LTD.

71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)

Branch Offices:

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

JULY • 1940 75



3

3. Assembling orders for placement on monorail cars. Note pallets, brought by electric truck from packing floor, which eliminate re-handling of merchandise. **4.** Scientifically designed packing tables are utilized. Note inclined rack in front of operator, holding carton at convenient angle. Supplies are binned for convenience, most frequently used materials being placed nearest to operator.

4



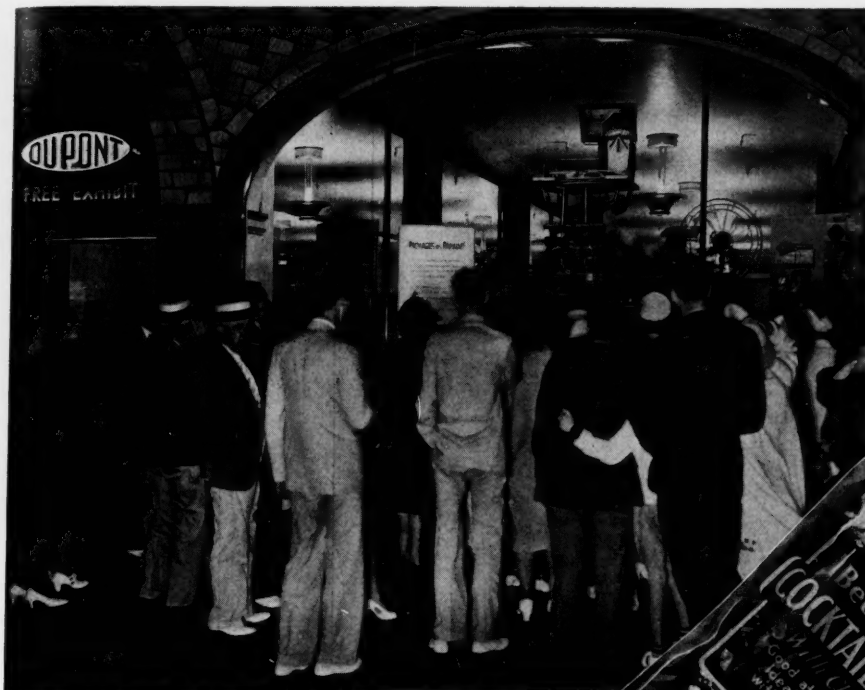
special section set off to one side. Switches are provided, permitting the by-passing of rush order cars or regular order cars when orders have been completed on the early sections of the lines. It is therefore not necessary for a car to travel through the entire loop if only fast-moving items are called for on a given order. A switch at the far end of the line diverts export cars to the export stock department and all three lines—regular, rush and export—return around the loop to join again just prior to their entrance to the packing department.

The monorail cars are specially designed racks, suspended on trolleys from the rail at two points. Each has a capacity of 1000 lbs. and each has two shelves—one located 3 ft. above the ground and the other at a height of 4 ft. 6 in. These heights were found upon study to be ideal for the convenience of both car loaders and packers. The rails are located 8 ft. above floor level and are suspended from the 15-ft. high ceiling. Thus no obstructions of floor areas are created by the transport system. The cars are easily moved, even when fully loaded.

As the three lines converge near the shipping department, the orders are double checked and then passed into the packing room. Here a traffic clerk controls a complicated switch system, permitting him to guide cars to any of seven freight packers, four skid packers, four parcel post packers or a group of export packers. Freight, skid and parcel post packers face each other at either side of two parallel belt conveyors. Each is

A
OU
FREE
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Pack
prod
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econ
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regul
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Send
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your

ARE YOU GOING TO THE FAIR?



You will see the

S & S TRANSWRAP MACHINE

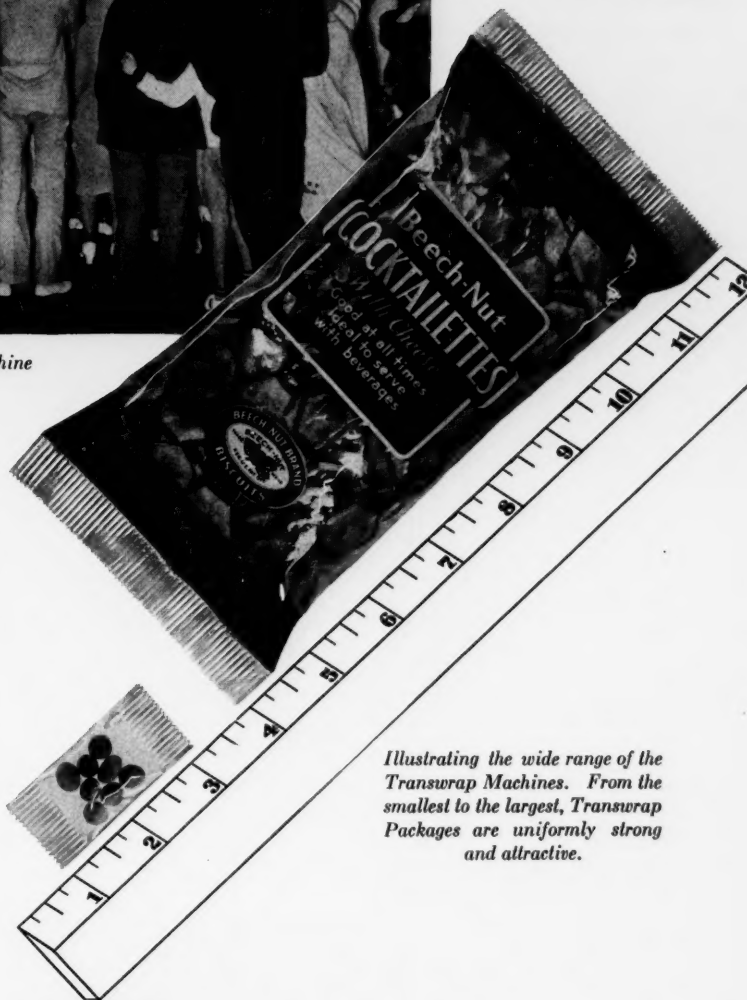
**at the Du Pont
Exhibit—
World's Fair,
New York**

Stokes & Smith Transwrap Packaging Machine

Glistening and transparent, Transwrap Packages are one of the best assets your product could have at the point of sale. Yet Transwrap Packages are remarkably economical. Employing either printed or unprinted Cellophane, run directly from the roll, they are automatically filled, formed and sealed at speeds of sixty or more units per minute.

An ideal sample package, as well as a regular production package, Transwrap Packages are available for a wide range of assorted products.

Send us samples of your product and we will return them in Transwrap Packages with full information about how the Transwrap Machine may be fitted to your requirements.



Illustrating the wide range of the Transwrap Machines. From the smallest to the largest, Transwrap Packages are uniformly strong and attractive.

STOKES & SMITH CO

PACKAGING MACHINERY

PAPER BOX MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

equipped with a scientifically designed packing table, the 34-in. height of which is calculated for greatest convenience and ease of operation. Special compartments hold all necessary cartons, shipping containers and packing materials. As packages are finished, they are placed upon the belt conveyors located 18 in. above the floor. Each belt is 24 in. wide. Freight packers and parcel post packers are able to place their cartons directly upon these belt conveyors. Skid packers utilize short lengths of roller conveyor to achieve the same end. The two belt conveyors lead, in turn, to short roller sections and thence to scales with platforms located at the 18-in. level. Here computers check shipping weights and the cartons then pass to operators running steel-strapping machines. The sealed and strapped cases then proceed directly to adjacent loading dock, if truck shipment is to be utilized, or to the equally accessible freight siding.

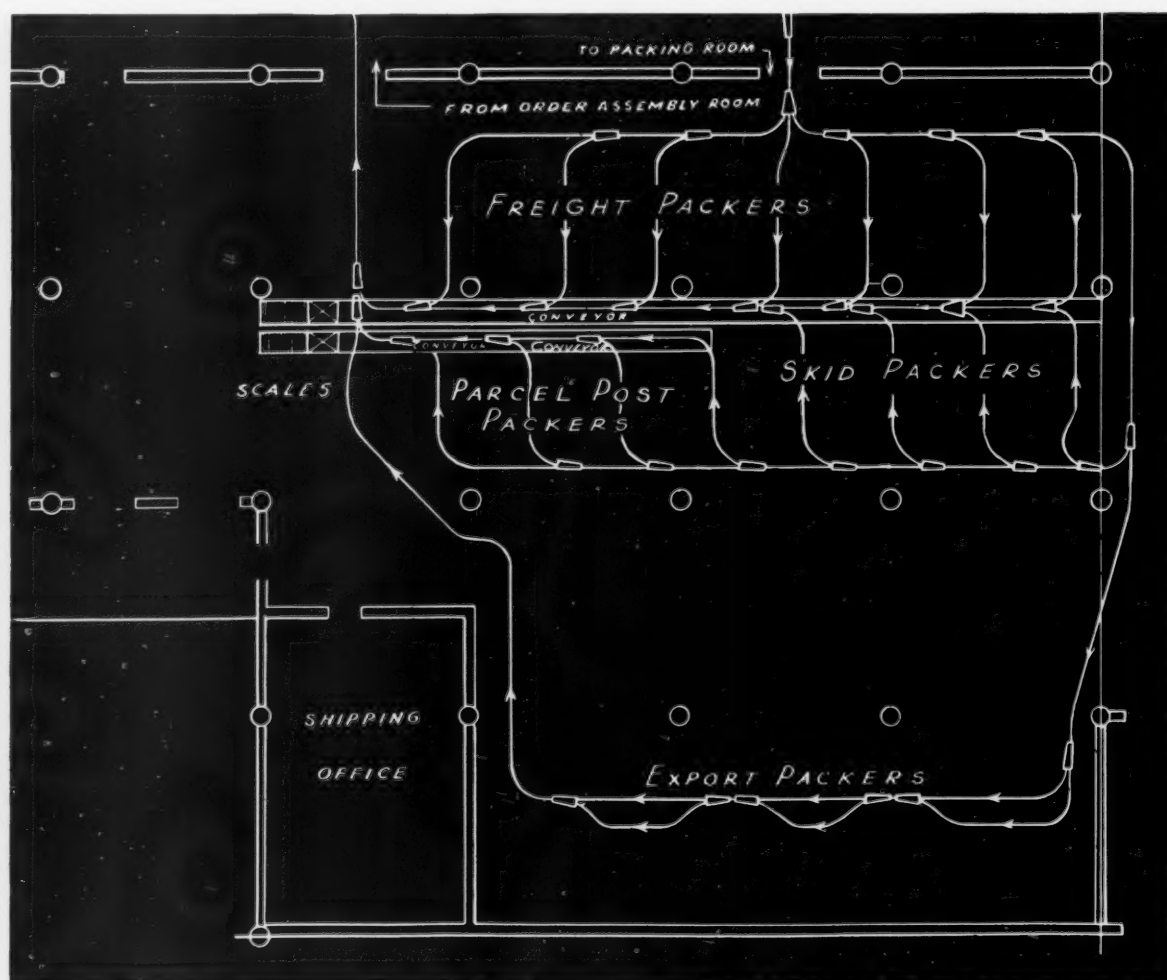
The shipping department handles some 375 tons of merchandise per month or an average of 37,000 individual cases.

The export packing lines are located in a separate bay on a side track where specially experienced packers assemble orders in compliance with the special shipping requirements of each individual shipment.

All monorail cars are returned from the sidings and re-assembled onto a single track or return line which brings them back to the starting point in the stock and order assembly room.

Credit: Consultant engineer, Francis Chilson. Material handling engineers, Stoddard & Lively. Materials handling installation by American Monorail Co. Scales by Toledo Scale Co. Steel strapping machines by The Stanley Works. Belt and roller conveyors by Standard Conveyor Co., Inc.

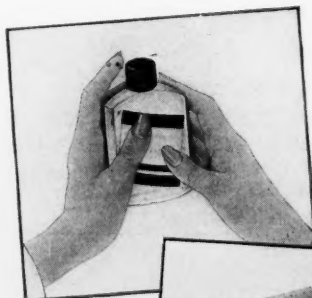
5. Diagram shows packing room section of monorail system. Traffic clerk controls switch system which permits him to keep all packers supplied with work in equal volume. Export packers, due to the many complexities of export shipments, work in separate section on side line of system.





your own interests recommend

***LABELRITE* advantages!**



You don't have to "reposition" labels or wipe off excess adhesive when the LABELRITE method is used!



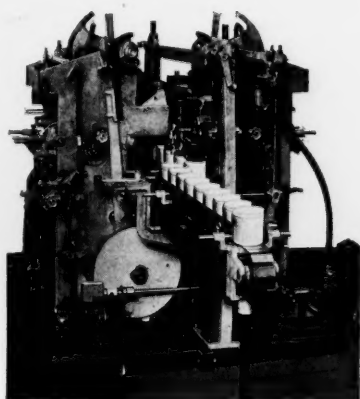
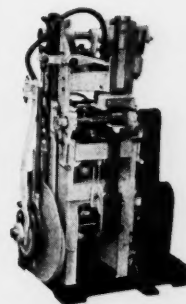
DOLLAR SAVINGS WIN YOUR INTEREST: PERFECT LABELING IMPROVES YOUR PACKAGE

When you ask yourself—"Will the Labelrite provide a saving?"—the answer is better than that in almost every installation . . . Labelrites do **MORE** than save, they earn a profit on their investment which means an annual increase in income. They achieve it by means of features which *at the same time* provide perfect register of the label; eliminate glue-seepage; and do away with loose or blistered, dog-eared or wrinkled labels.

Eye appeal and selfish interests BOTH are favorably increased by the Labelrite method!

Do change-parts contribute to your production costs in labeling? They are petty cash items on Labelrites! Does change-over time interfere with your schedule? See how swiftly these Labelrites are prepared for different sized labels or packages. . . .

Send for Catalog of Features!



NEW JERSEY MACHINE CORPORATION

1600 Willow Avenue ~ Hoboken, N. J.

CHICAGO OFFICE, 549 WEST WASHINGTON BLVD.

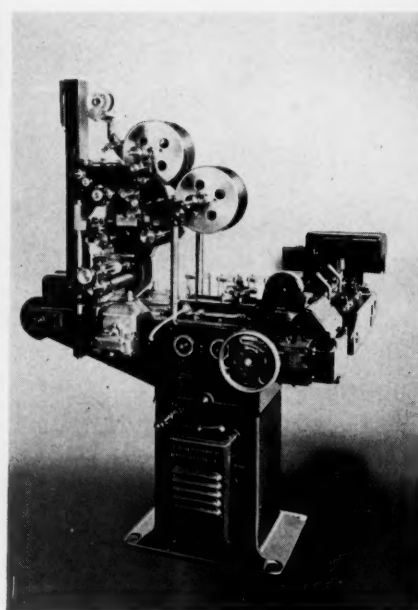
● Sales and Service Representatives in 12 Industrial Centres ●

JULY • 1940

79



1. New Lucky package showing horizontal tear strip and right-angled tape end.



2. Newly developed machine which cellophane wraps and applies tape at high speeds.

New "tear strip" wrapper

American Tobacco Co. makes giant installation to accommodate recent package change

Vast batteries of new cellophane wrapping machines have recently been installed in the plants of the American Tobacco Co. to meet the production requirements of the newly adopted, easy-opening tape wrap which Lucky Strike cigarettes now bear.

The tape application differs from types previously available in that it is applied around the top edge of the package and the end of the tape, instead of being laid down flat, is turned at right angles to the direction of application of the tape so that it protrudes above the top of the package. This, it is claimed, provides a most effective finger hold. Although the end of the tape does extend beyond the cellophane, the tape and the cellophane cut-off lengths are exactly the same—approximately $6\frac{1}{4}$ in.

Both solvent and heat are used for sealing the cellophane, special transfer wheels on the machine providing an accurate control of the quantity of solvent applied to the cellophane and thus preventing flooding.

An automatic device prevents feeding of cellophane when—for any reason—no packages are in position to be wrapped. The machines likewise possess a self-clearing device which prevents scorching of the packages whenever operation is suspended. To facilitate quick

re-threading of cellophane when reels are exhausted, a double cellophane reel is provided.

The new machines have been designed with an eye to attractiveness since numerous visitors pass through the various American Tobacco plants. Motor and drive are completely enclosed in a column-type base. Access to motor and drive is attained through two doors in the side of the base. Thermostats, heater switches and fuse blocks are enclosed in the front part of the frame. Controls are enclosed in a flush panel on the front of the machine. Package heating plates are shielded to prevent heat loss and to avoid the possibility of an injury to the operator.

The new type of tape application is reported to have received a widely favorable acceptance among consumers. Lucky Strike cigarettes did not previously use any type of tape. A notch on the cellophane wrap was the only previous means of facilitating package opening. By the placement of the tear strip in horizontal position near the top of the package, the user is enabled to retain the cellophane cup which remains after the package is opened as an additional protection.

Credit: Machines designed and manufactured by the Package Machinery Co.

With

AMAZING
AND S
AUTOMA
PROFIT

DRIVE
box-
inexpensi
seam. Me
you can
instant's
dials to w
changes t
does the
Now run
in a numb
Morrison
tons an h
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details of

SEYBOLD
843 W A S

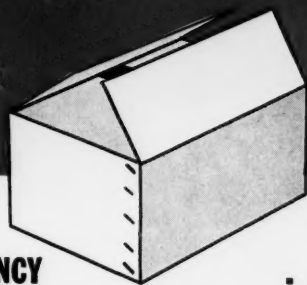
Seybold
E. P. LAWSON
New York C
CHAS. A. ST
Detroit . .
CENTRAL SA
Dayton . .

M
Side S

OTHER P

"One Stitch or a Million"

With New Morrison



Side Seam Stitcher

**AMAZING LOW COST, FLEXIBILITY, EFFICIENCY
AND SPEED OF NEW MORRISON SEMI-
AUTOMATIC SIDE SEAMER MEANS INCREASED
PROFIT FOR BOX MAKERS AND BOX USERS**

DRIVE any desired number of stitches in any length box—"From one stitch to a million." This new, inexpensive Morrison automatically stitches any length seam. Merely set off the distance between stitches and you can follow a 4" box with a 48" box without an instant's delay. No gears to change, no levers to set, no dials to watch. A quick, simple hand-screw adjustment changes the distance between stitches and the machine does the rest.

Now running successfully under full production load in a number of box plants, the work output of this new Morrison Side Seam Stitcher is high—nearly 2000 cartons an hour—over 30 per minute. Driving stitches at its normal rate, production speed is limited only by the ability of its single operator to fold and feed boxes into it.

The initial production lot of this phenomenal new Morrison has been put on the market, only after several years of factory and field tests. Orders are running far ahead of manufacture. We are ready to demonstrate the new Morrison Semi-Automatic Side Seamer to all interested box manufacturers, and to review point by point the many new and radically different features of the machine. Drop us a line if you want specifications, details of performance records, and prices.

SEYBOLD DIVISION, Harris-Seybold-Potter Company
843 WASHINGTON STREET • DAYTON, OHIO

Seybold-Morrison Sales and Service:

E. P. LAWSON COMPANY, INC.:

New York City . . . 426 W. 33rd St.

CHAS. A. STRELINGER CO.:

Detroit 149 E. Larned St.

CENTRAL SALES DISTRICT:

Dayton 843 Washington St.

CHAS. N. STEVENS CO., INC.:

Chicago 112 W. Harrison St.

HARRY W. BRINTNALL CO.:

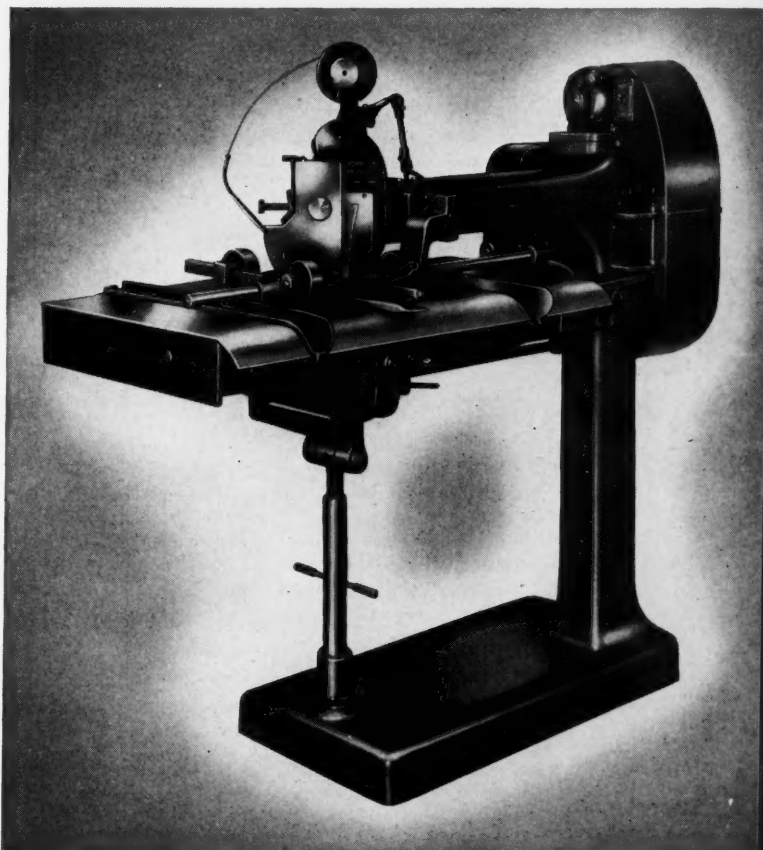
San Francisco, Los Angeles, Seattle

HARRIS-SEYBOLD SALES CORP.:

Atlanta 120 Spring St., N. W.

..... SPECIFY WIRE STITCHED SIDE SEAMS FOR GREATEST CARTON STRENGTH

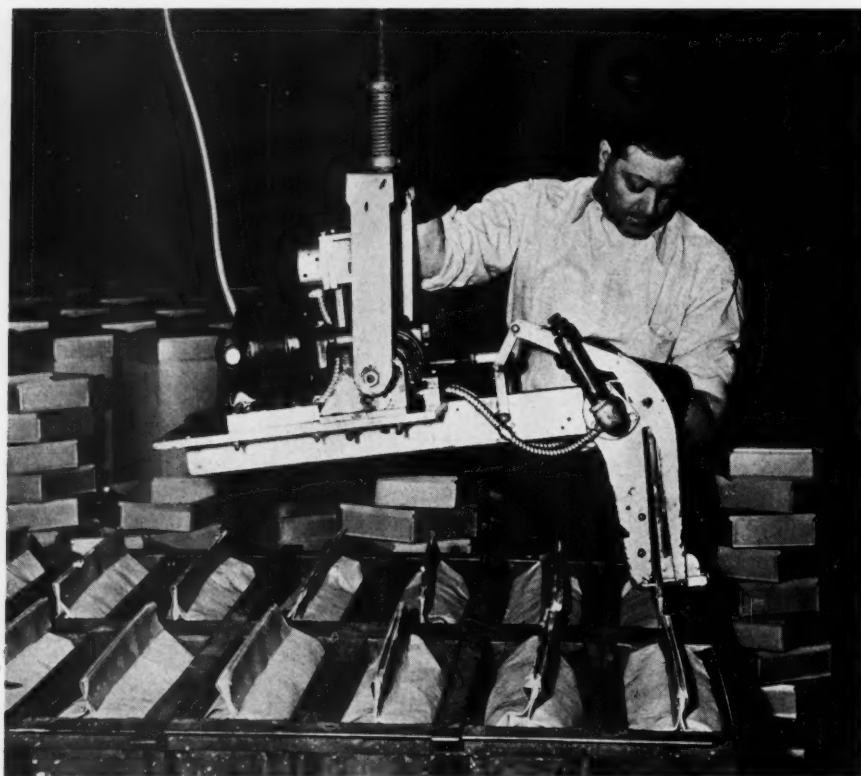
Tumbling tests demonstrate that corrugated or solid fibre shipping containers with wire-stitched side seams average twice as strong as those that are tape-sealed. Wire-stitched seams are not loosened or weakened by moisture; they are pilfer-proof and hold up under the roughest handling, and so provide maximum protection to the carton contents. Make sure of strength—and profit—in your containers by specifying Morrison wire-stitched side seams.



MORRISON Wire Stitchers

Side Seamers • Bottom and Top Sealers • Steel and Special Stitchers

OTHER PRODUCTS BY SEYBOLD: PAPER CUTTERS • DIE PRESSES • KNIFE GRINDERS • DRILLING MACHINES



Multiwall paper bags are placed in metal containers or molds in tandem units of five or six to a side. The tandems rest on dollies so that the fixture may be easily pulled under a stapling device where the tops of the bags are headed with a cardboard reinforcement.

Unique filling and sealing set-up

Specially mounted stapler seals multiwall asphalt bags for the O. C. Field Gasoline Corp.

At Casmailia, Calif., are oil wells producing almost pure asphalt of a quality and in quantities which have made the O. C. Field Gasoline Corp. one of the major suppliers of this material throughout the United States. The volume of this company's production has, however, raised a number of difficult packaging problems, requiring unusual solutions.

Multiwall paper bags were found to be the ideal containers from a price and shipping viewpoint. To fill these, the company developed a series of metal containers or molds—with tandem units of from five to six to a side—each mold holding a bag. The tandems rest on dollies so that the heavy fixture may be pulled under a stapling device and the tops of the bags headed with a tough cardboard reinforcement. Through the use of these reinforcements, it has been found possible to minimize the bag length and to eliminate the need of folding over the bag. At the same time, an exceptionally neat looking container is achieved.

The object of utilizing metal containers is that the

asphalt, being heavy, fills out the bag to the shape of the metal container and since the asphalt is hot, it must be confined by this method until it cools to hardness. The cooling process takes anywhere from 18 to 48 hours, depending upon the season of the year. The use of the metal containers in tandems likewise permits quicker filling and removal for the next duplicate operation.

The dollies used are large in size and strongly constructed. They are placed on roller-bearing metal wheels running on metal rails to insure correct placement, speed and ease of operation. After the metal containers holding the bags are filled, they are rolled to a cooling platform. The routine followed requires two filling platforms so that while one dolly, with its containers, is being loaded, the other dolly, with its filled load, is being removed and an empty dolly being placed in position for a duplication of the cycle.

A stapler of a special type was required to make possible the sealing of these containers. It is suspended on a carrier support similar to (Continued on page 94)

FOLLOW THE TREND!

Put up one-person servings of your *food powders—
beverage powders—
drugs, chemicals, etc.
in powder or tablet form*

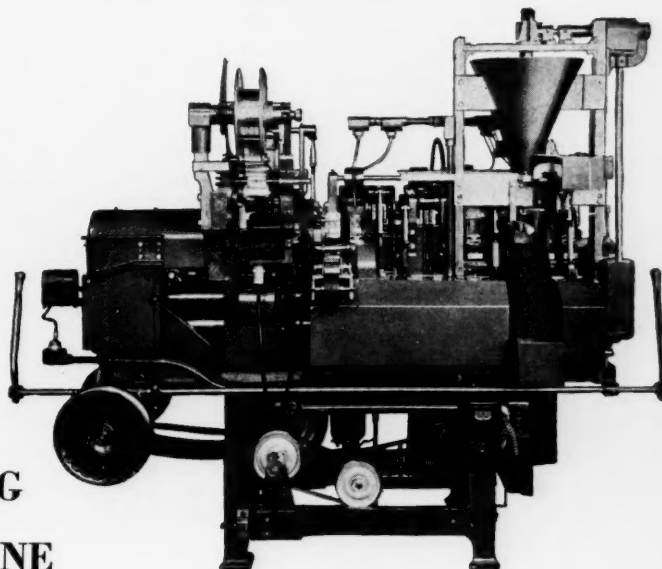
IN INDIVIDUAL FOIL ENVELOPES

(Or use Pliofilm if you prefer visible contents)

**WE GUARANTEE
ABSOLUTELY
AIR-TIGHT AND
MOISTURE-PROOF
PACKAGES**

on our Model W-18-1

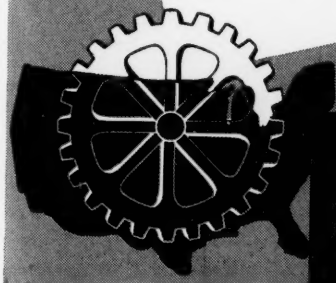
PACKAGE FORMING AND FILLING MACHINE



Our machine is in continuous daily operation on nationally advertised products. It is ideally suited to fit in with the recent trend to packaging one-person portions individually for consumer convenience. This machine is particularly useful in packaging products of a hygroscopic nature, since the envelopes it produces are guaranteed moisture-proof and air-tight.

The machine feeds printed foil from a roll, the cut-off being registered by electric-eye control, after which the package is preformed to required shape and size, and the sides double-folded and heat-sealed. The correct amount of the product is then accurately filled, and the top of the package double-folded and heat-sealed, resulting in a neat and attractive package that, by under water and steam tests, we have proven to be air and moisture proof.

We will be glad to make up a sample package for you if you will send us a small quantity of your product and give us an idea of the desired size of the finished envelope and the amount of the product to go into it.



U. S. AUTOMATIC Box Machinery Co. Inc.

Owning and Operating

NATIONAL PACKAGING MACHINERY CO. • CARTONING MACHINERY CORP.

18 ARBORETUM ROAD, ROSLINDALE, BOSTON, MASS.

Branch Offices: NEW YORK CHICAGO, ILL.

MEMORANDUM

What can WE do
with Bostitch
wire
Stapling?

G.L.

MEMO

from: Advertising Dept.

WE CAN GET MORE
SALES APPEAL BY
BOSTITCH-STAPLING
OUR DISPLAY CARDS.
NEAT, UNOBTUSIVE
AND SURPRISINGLY
ADAPTABLE.

E.M.D.

MEMO

from: Sales Dept.

Bostitch-Stapling would
protect our products from
theft, rough handling
and loosening due
to moisture.

P.T.L.

MEMO

from: Purchasing Dept.

Stapling with economical
Bostitch machines would
cost less than glue,
tape, thread, tacks,
or other methods
we are using.

A.L.H.

782 easy-to-operate models allow you to select the right machine . . . to start with a small investment and to expand production capacity as your requirements grow, progressing economically through means of liberal trade-in, budget and rental policies. 18 Research Engineers and over 300 representatives specializing exclusively on fastening problems will help you adapt these Bostitch machines and methods to your needs. Send samples to be fastened or write for free folder, "Bostitch Fastens It Better with Wire."



Glass bottle stapled neatly—almost invisibly
—to eye-catching display card

SALES APPEAL
PROTECTION
ECONOMY



Multiple items quickly and securely stapled
to a single card by a machine that carefully
avoids breaking the glass

SALES APPEAL
PROTECTION
ECONOMY



A simple, effective way to display a product
comprising several units

SALES APPEAL
PROTECTION
ECONOMY



BOSTITCH
56 Division St., E. Greenwich, R. I.
Please send me free folder "Bostitch Fastens It
Better with Wire."

Name
Title
Company
Address
Type of Product to be Fastened 7-40

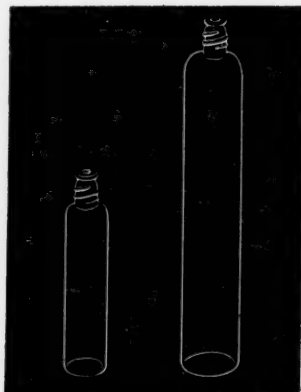
BOSTITCH
Gives you all three

**SALES APPEAL
PROTECTION
ECONOMY**

BOSTITCH—56 Division Street, East Greenwich, R. I.

BOSTITCH—CANADA, Ltd., Montreal

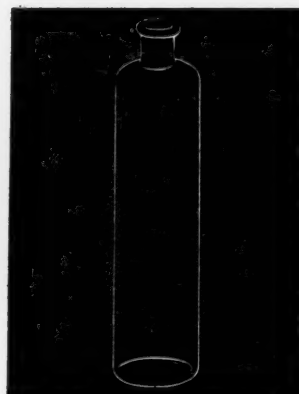
STANDARDIZED MATERIALS INDEX



G.636

Glass Applicator Vials

Made with long neck and small opening. Used to dispense medicines, perfumes, antiseptics, etc., where a small amount of liquid is desired at a certain spot. Thread finish design. Made to order.



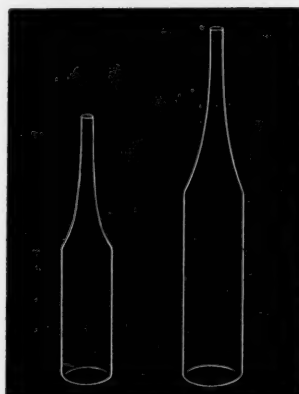
G.637

Glass Serum Vials

Stock Sizes

Capacity	Approx. Outside Diameter	Overall Length
1 ml.	10 mm.	36 mm.
2	12	45
5	16	53
10	19	70
20	23	90
25	25	92

Available in standard flint and NC (non-corrosive) glass. Other sizes can be made to order.



G.638

(See also G.639)

Standard Ampules

(Regular Pulled Neck)

Notes: The tolerance on body length is plus and minus 2 mm. on all sizes. The outside diameter of stem is that at end of stem and dimensions shown are those best suited for manufacture. Glass passes latest N.F. requirements. Other sizes can be made to order.

Standard Ampules

(Regular Pulled Neck—Stock Sizes)

Capacity	Approx. Body Outside Diameter	Body Length	Overall Length	Approx. Stem Outside Diameter
1 ml.	9 $\frac{3}{4}$ -10 $\frac{1}{2}$ mm.	20 mm.	65 mm.	2 $\frac{1}{2}$ -3 $\frac{1}{2}$ mm.
2 ml.	11 $\frac{1}{4}$ -12 mm.	30 mm.	75 mm.	2 $\frac{1}{2}$ -3 $\frac{1}{2}$ mm.
5 ml.	15 $\frac{3}{4}$ -16 $\frac{1}{2}$ mm.	35 mm.	80 mm.	3 -4 mm.
10 ml.	18 -19 mm.	50 mm.	105 mm.	3 $\frac{1}{2}$ -4 $\frac{1}{2}$ mm.
20 ml.	21 -22 mm.	75 mm.	130 mm.	4 -5 $\frac{1}{2}$ mm.
50 ml.	28 -30 mm.	110 mm.	175 mm.	5 $\frac{1}{2}$ -7 $\frac{1}{2}$ mm.

G.639

(See also G.638)



G.640

(See also G.641)

Standard Ampules

(Constricted Neck)

Notes: The tolerance on body length is plus and minus 2 mm. on all sizes. The outside diameter of stem given above is that at end of stem and dimensions shown are those best suited for manufacture. On constricted ampules the minimum outside diameter of the constriction will always be at least $\frac{1}{2}$ mm. larger than the minimum outside diameter of the stem at the end. Glass passes latest N.F. requirements. Other sizes can be made to order.

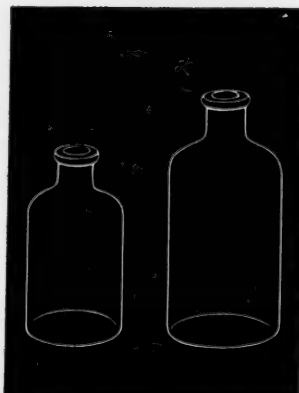
Standard Ampules

(Constricted Neck—Stock Sizes)

Capacity	Approx. Body Outside Diameter	Body Length	Overall Length	Approx. Stem Outside Diameter
1 ml.	9 $\frac{3}{4}$ -10 $\frac{1}{2}$ mm.	20 mm.	65 mm.	2 $\frac{1}{2}$ -3 $\frac{1}{2}$ mm.
2 ml.	11 $\frac{1}{4}$ -12 mm.	30 mm.	75 mm.	2 $\frac{1}{2}$ -3 $\frac{1}{2}$ mm.
5 ml.	15 $\frac{3}{4}$ -16 $\frac{1}{2}$ mm.	35 mm.	80 mm.	3 -4 mm.
10 ml.	18 -19 mm.	50 mm.	105 mm.	3 $\frac{1}{2}$ -4 $\frac{1}{2}$ mm.
20 ml.	21 -22 mm.	75 mm.	130 mm.	4 -5 $\frac{1}{2}$ mm.
50 ml.	28 -30 mm.	110 mm.	175 mm.	5 $\frac{1}{2}$ -7 $\frac{1}{2}$ mm.

G.641

(See also G.640)



G.642

Serum Bottles

Molded, U. S. Army Medical Corps Type. Available in 15, 30, 60 and 100 ml. sizes.

RESEARCH DEPARTMENT MODERN PACKAGING

CHANIN BUILDING, 122 E. 42nd ST., NEW YORK, N. Y.

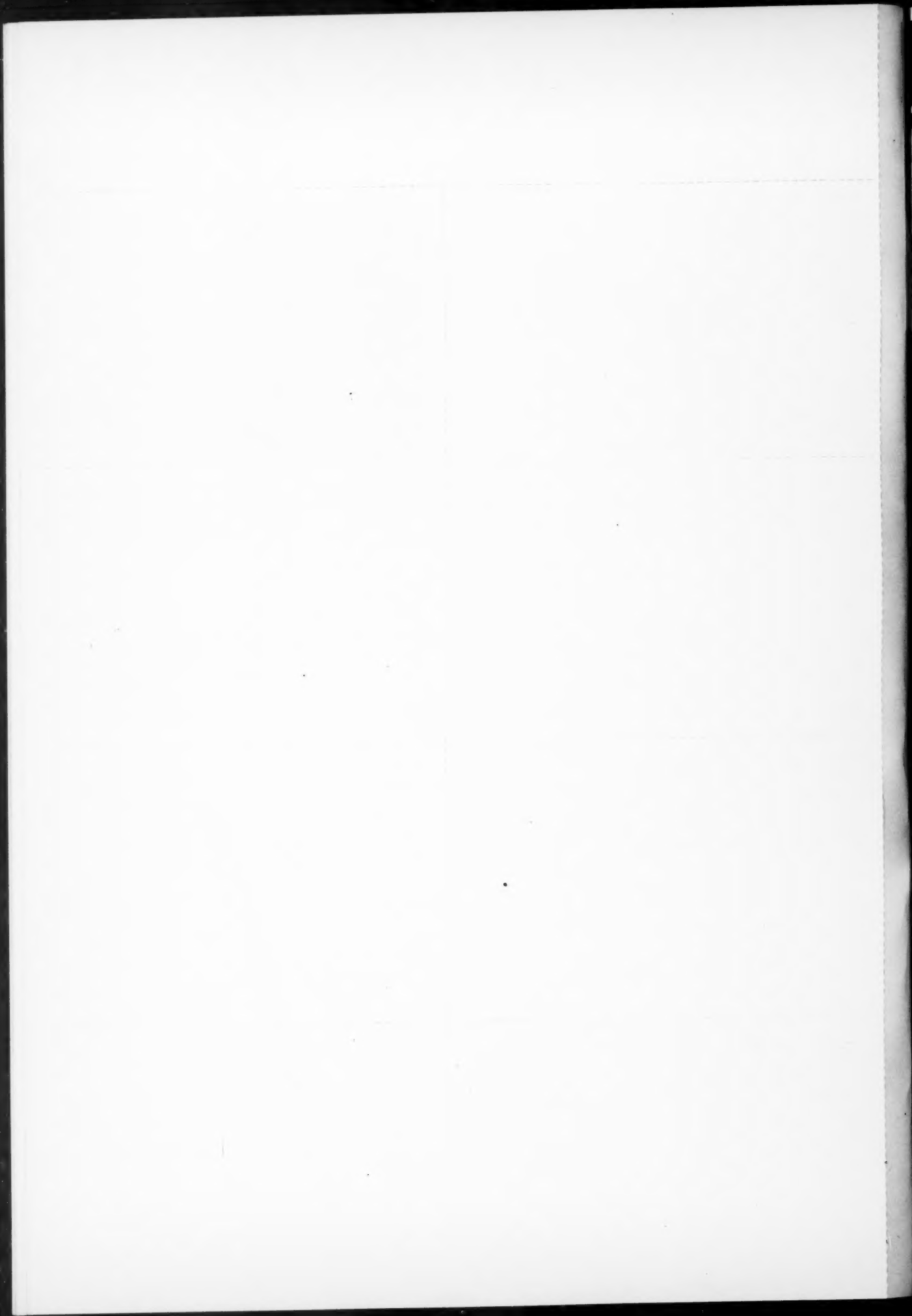
Please send me information as to sources of supply of items Nos.

.....

as shown in your Standardized Materials Index.

Name.....

Address.....



WINNING

Preferred
**DISPLAY
POSITIONS**

AT THE
POINT-OF-SALE

with
**MILPRINT
PACKAGING**

FOR BETTER PACKAGING WITH

Cellophane
TRADE MARK
THE GUARANTY CELLOPHANE FILM

See
MILPRINT

3-STAR PACKAGING SERVICE

★ PACKAGE ENGINEERING
★ PACKAGE DESIGNING
★ POINT-OF-SALE MERCHANDISING
IN PRINTING AND LITHOGRAPHY

AMERICA'S FIRST "CELLOPHANE" PRINTERS

famous
MILPRINT
PRODUCTS

REPRESENTATIVES
IN PRINCIPAL CITIES

MILPRINT, Inc.

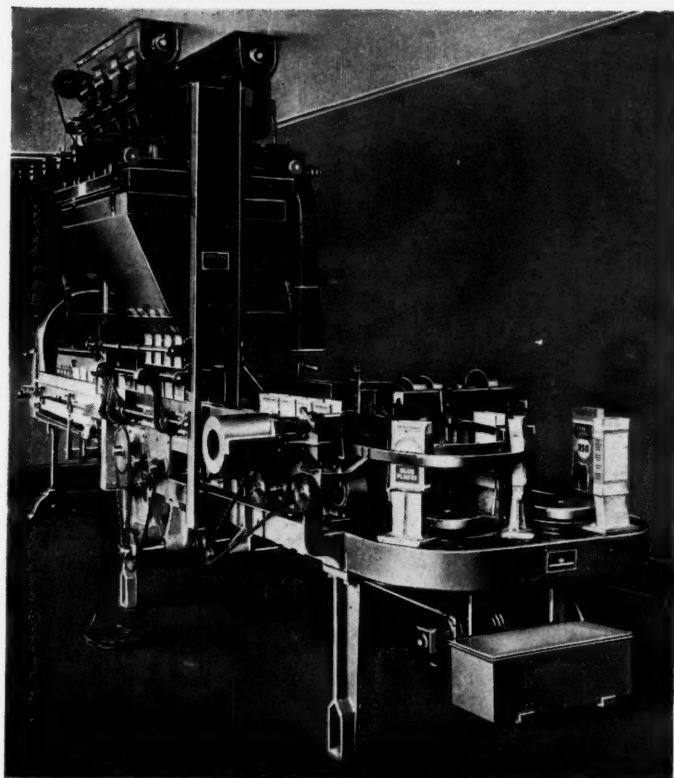
Plants in MILWAUKEE, WIS.
PHILADELPHIA, PA.
LOS ANGELES, CALIF.

1870

1871

1872

1873



PACKOMATIC CARTON SEALING MACHINE WITH AUTOMATIC NET WEIGHER

For speed, efficiency and profit, the combined bottom and top carton sealer is the most economical and most compact.

The above unit is equipped with eight unit net weighers for semi-free flowing products. Furnished with or without automatic feed.

Convertible for a wide range of sizes. Operates at speed of 60 or more per minute. Only one operator is required.

We manufacture many different types of automatic and semi-automatic packaging machines, scales and volume fillers and packers, with operating speeds of 15 to 60 or more per minute.

Your particular packaging problem will receive careful confidential consideration without obligations. Write for a Packomatic Engineer.

We also manufacture a complete line of Automatic and Semi-Automatic Case Sealing Machines for handling paper shipping containers.

Represented In

New York
Chicago
Boston
Denver
San Francisco
Los Angeles
Seattle

PACKOMATIC
PACKAGING MACHINERY
J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY • METHODS and SUPPLIES

SIDE SEAM STITCHER

The Harris-Seybold-Potter Co., through its Seybold division, has announced a new semi-automatic side seam stitching machine—known as the Model SLS—capable of handling corrugated or solid fibre containers of any grade without crushing, marking or deforming. The machine is almost unlimited as to size of container



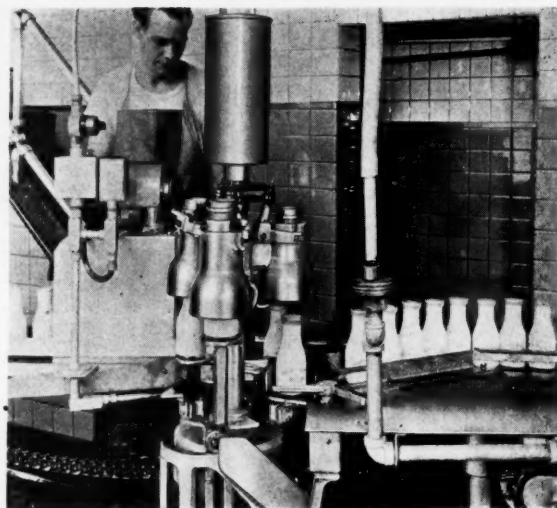
which it can stitch, the number of stitches being determined by the box itself and the stitch spacing. The spacing of stitches is uniform, since spacing does not depend upon the skill of the operator. The unit, it is claimed, is quickly adjustable for change of set-up, adjustment requiring no shifting or changing gears and no change, shift or adjustment of cams or ratchets. Safety for the operator is provided by guards and the construction of the machine. The side seamer is reported to be capable of stitching as fast as any operator can fold the boxes and push them into the stitcher. Only one operator is required.

PLIOFILM HOOD SEAL AND SEALING MACHINE

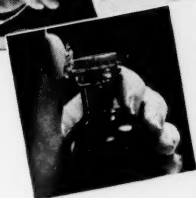
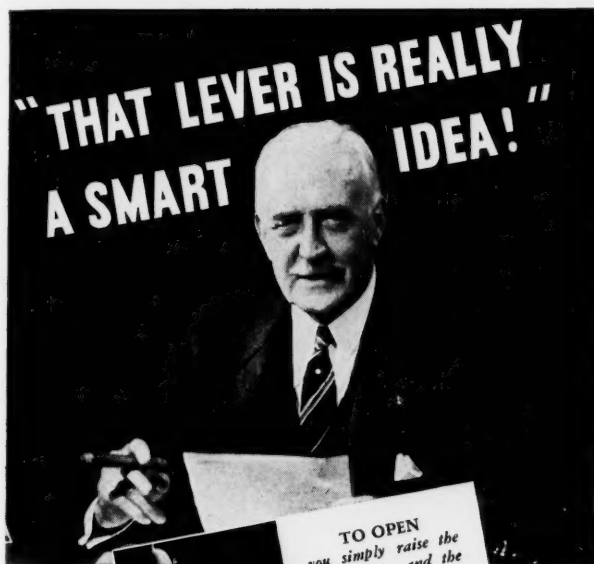
An innovation in milk bottle closures is a hood seal recently announced by The Creamery Package Mfg. Co. The seal, made of CP Pliofilm—a product of the Goodyear Tire & Rubber Co.—is claimed to possess several outstanding features: The contents of the bottle as well as the pouring lip are hermetically sealed against contamination. The transparent Pliofilm hood permits thorough inspection of the disc cap. No printing of the hood is required, thus eliminating stocks of specially printed hoods for each product. The hood, it is reported, can be applied on bottles when contents

are filled at temperatures as high as 200 deg. F., creating a vacuum seal.

A machine for applying the hood seals to the bottle—CP Pliofilm Hood Sealer (or applicator)—has been developed by The Creamery Package Mfg. Co. The machine is available in five sizes, ranging in capacity



from 16 to 120 bottles sealed per minute to synchronize operations with any rotary bottle filler and capper. The hood sealer consists of a compact base which houses the motor drive and supports the bottle pedestal stand; rotary sealing heads driven from an enclosed vertical shaft connected by worm gears to the motor drive; an air compressor direct connected to 1/4 hp. motor; electric air heater; 2 1/2 ft. of incoming conveyor built integral with and driven from the machine; and an accumulating table. The sealer is provided with a hand crank to adjust the machine for handling bottles over a range from 1/2 pt. to the standardized 2-qt. bottle.



TO OPEN
you simply raise the
handy lever and the
cap lifts right off.



TO RE-SEAL
you simply replace the
cap and press the
handy lever down.

It's the handy lever on the famous KORK-N-SEAL cap he's talking about. KORK-N-SEAL seals the most difficult products effectively and efficiently, in glass or tin. And the little lever makes it amazingly easy for customers to open. Then back again goes the cap as a convenient re-seal. No wonder products with KORK-N-SEAL have real sales appeal! KORK-N-SEAL capping equipment is faster, more economical, too. And then—there are new low prices which will interest you. Why not write for full information?

WILLIAMS SEALING CORPORATION

Division of Crown Cork & Seal Co.
DECATUR, ILLINOIS

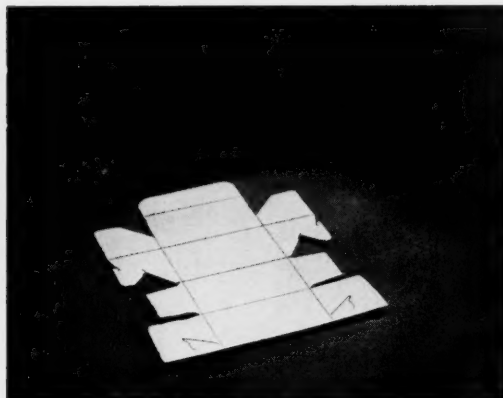
KORK-N-SEAL

**THE CAP WITH
THE HANDY LEVER**



O-Cedar Wax, made by O-Cedar Corporation, Chicago, has the sure protection of KORK-N-SEAL, the cap that combines sealing efficiency with consumer convenience.

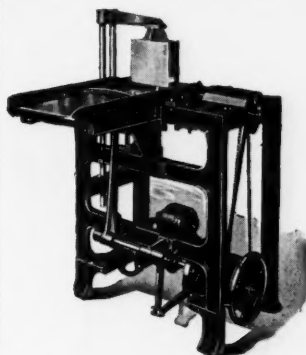
Economical Packaging



is the MODERN way!

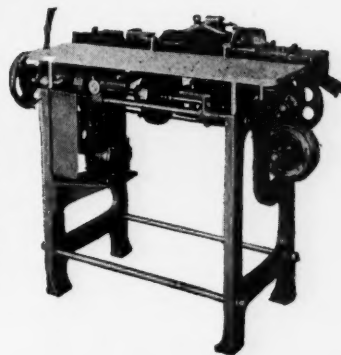
Years ago, cartons could be set up by hand but the selling price has been lowered to such an extent it is now almost essential to package inexpensively with machines.

The photograph above shows the die cut "Peters Style" carton which is the type of carton handled on these machines.



Left: This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to be filled.

Right: This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. Cartons enter machine on conveyor belt as open filled cartons and leave machine completely closed.



Send samples of your cartons and ask us to recommend equipment to meet your specific requirements. Your inquiry will have prompt attention.

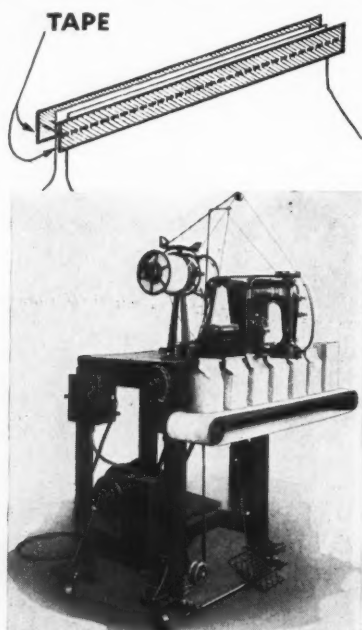
PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY

4700 RAVENSWOOD AVENUE CHICAGO, ILL.

PAPER BAG TAPING MACHINE

A new machine for producing sewed and taped closures on small paper bags has been announced by the Union Special Machine Co. While the sewing head, designated as style 60000 C, is said to be adaptable for handling any size bag, it will probably find its widest application on bags ranging from 2 lb. to 25 lb., used for packaging sugar, coffee, flour, salt, seed and similar



products. Reinforcing crepe-paper tape is automatically applied to both sides of the bag, near the top, and sewed on with a tight, strong seam. A trimming mechanism cuts off the excess bag top at the tape and an automatic clipper severs the tape between bags. For plants with average bag closing production requirements, the Union Special Machine Co. has developed a sewing table, with a 4-ft. power-driven conveyor, which accommodates the style 60000 C sewing head. The stand provides dual treadle control of the conveyor and the sewing head and may be easily operated from a sitting position.

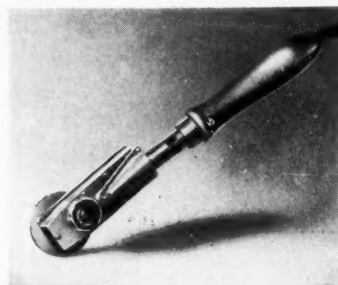
NEW ADHESIVE

Vulcalock cement is a new product developed by the B. F. Goodrich Co. It is reported to enable users to accomplish assemblies previously considered impossible, particularly in making strong, water-proof, chemically resistant joints between rubber and metals. It also has unique properties in joining a wide variety of other materials, including many synthetic resins, woods and ceramics. Vulcalock cements are not rubber, but solutions of Thermoprene, a patented thermoplastic made by chemical alteration of rubber. When dried it forms a tough, horny film. It is claimed that the new cement will resist cracking due to bending, shock or variations in temperature and that it has a chemical resistance superior to rubber. It is further claimed

that the adhesive will not absorb moisture or swell in water. The translucent liquid is said to have a bonding strength ranging from 10 lbs. to 500 lbs. per square inch, depending upon the method of application and the materials joined.

HEAT SEALING DEVICE

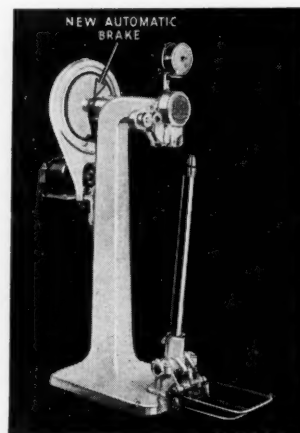
For sealing Pliofilm and other transparent materials, the Wells Manufacturing Co. has developed a new heat sealer known as the Roller-Thermosealer. The unit plugs into any 115-volt A.C. convenience outlet and through an automatic temperature control, it is re-



ported, maintains the correct heat for perfect sealing, no matter how fast the operator may be working. The roller is easily interchangeable, a smooth roller or a knurled-edge roller being used as desired. The knurled-edge roller is said to take up slack when sealing around irregular objects. The handle is removable so that the Roller-Thermosealer may be pivoted on a sealing machine if desired.

NEW BOTTOM STITCHER

A new bottom stitcher model, used for sealing carton bottoms, has been announced by the Ideal Stitcher & Mfg. Co. Features included in the new unit are: Speed control, offering a variable range of 150 to 300 stitches



per minute; simplified stitcher head which when opened allows immediate access to all working parts; dual treadles placed lower to the floor to reduce operating thrust to 5 in. and automatic brake. These new features are included on the company's straight-arm, angle-arm and angle-head models, but not on the corner or inverted head stitchers.

HYCOLOID AND CLEARSITE CONTAINERS

80% lighter than glass
Seamless and unbreakable
Labels imprinted directly on container
Any color or color combination —
transparent or opaque
Drop us a line or phone for samples,
quotations, information.

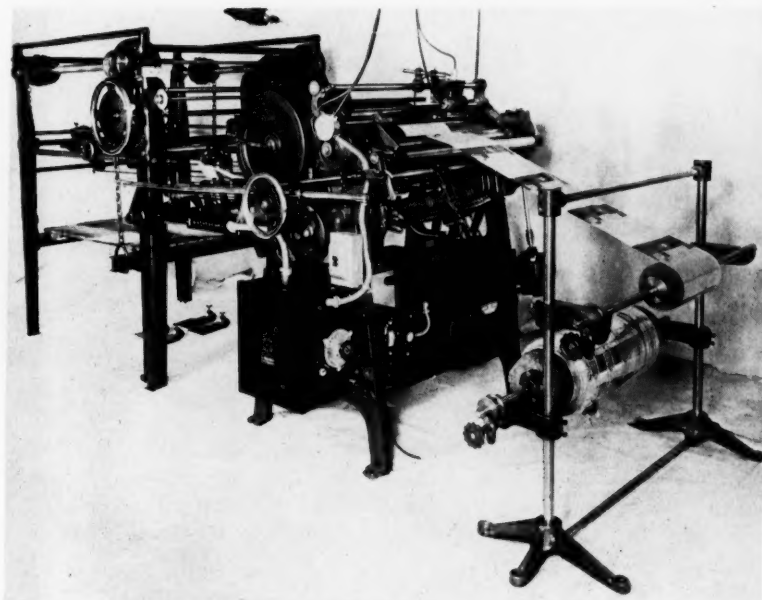


CELLUPLASTIC CORPORATION

Executive Offices and Factory:
46 Avenue L—Newark, N. J. Market 2-4544
N. Y. Display Office, 626 Fifth Ave., New York City



PURCHASED FOR ACCURACY AND OPERATED WITH CONFIDENCE



BECK Automatic SHEETERS
with ELECTRIC-EYE Controlled
DIFFERENTIAL & Automatic
Lowering Table SHEET PILER

are today meeting the most exacting requirements in cutting to printed register on bases of high production outputs.

Designed for your particular requirements, these fully ball and roller bearing machines are now almost universally the choice of those calling for the most accurate and profitable cutting-to-printed-register, of nearly every class of material in the Packaging and Graphic industries.

Send for prices and information

CHARLES BECK MACHINE COMPANY

13th & Callowhill Streets

Philadelphia, Pa.

Plants and Personalities

THE MENASHA PRODUCTS CO., Menasha, Wis., announces the completion of a new general office building and of an addition to its plant. The new manufacturing building makes available more than 70,000 additional square feet of factory space, the basement floor being utilized for storage of raw materials, the



entire first floor for carton production, while the second floor will be used for the manufacture of specialty products and will also house the company's technical and research laboratories. The new office building houses the sales, engineering, production accounting offices and the company's art department. Both buildings are completely air conditioned, this latter feature making possible the most efficient handling of materials during production.

AT THE FINAL SESSION of the 35th Annual Convention of Lithographers National Assn., Inc., held at Del Monte, Calif., the following officers for 1940-41 were elected: Maurice Saunders, chairman of the board; E. H. Wadewitz, president; Milton P. Thwaite, vice president; George C. Kindred, treasurer; W. Floyd Maxwell, secretary; Percival D. Oviatt, general counsel.

SHELLMAR PRODUCTS CO., Mt. Vernon, Ohio, has established division sales offices at 2400 Russ Building, San Francisco, Calif., from which sales activities in the eleven Pacific Coast and Rocky Mountain states will be directed. L. E. Martin, formerly Pittsburgh representative for Shellmar, will be in charge.

INTERCHEMICAL CORP., New York, N. Y., has announced the formation of an export division to unify and expand foreign sales efforts on the products of its various divisions and associated companies. The new division will be headed by C. A. Richards. Margaret C. Ott is assistant director.

EDWARD H. ROBBINS has been appointed director of sales of The Arabol Mfg. Co., New York, N. Y.

PRINTLOID, INC., New York, N. Y., manufacturers of printed and formed plastic items, has instituted a department which will engage in the production of transparent containers.

SHERMAN PAPER PRODUCTS CORP., Newton Upper Falls, Mass., has announced the appointment of G. M. Setliff as executive director in charge of operations. Mr. Setliff will continue as sales director.

CHARLES R. SHERMAN has been appointed sales promotion manager in charge of job black and color ink sales of the Geo. H. Morrill Co., division of General Printing Ink Corp., New York, N. Y.

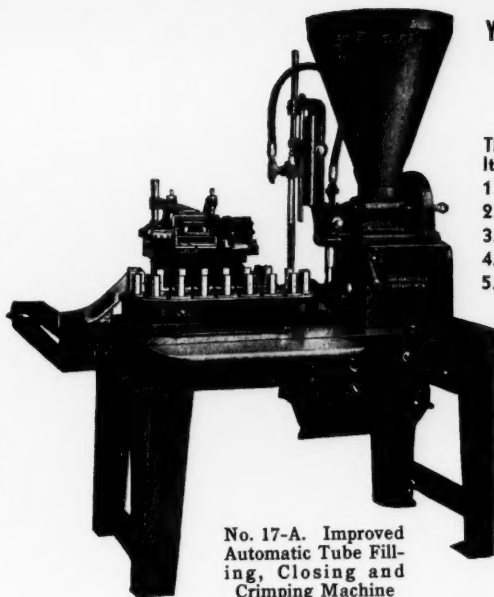
STANDARD-KNAPP CORP. has announced the removal of its plant from Long Island City, N. Y., to Portland, Conn.

VICTOR METAL PRODUCTS CORP., Brooklyn, N. Y., announces the addition to its staff of Stanley Lewis Sapery, Jr.

ROGER L. PUTNAM, president of the Package Machinery Co., Springfield, Mass., has announced that the Smith-Lee Co., Oneida, N. Y., will act as exclusive sales distributors for Package Machinery's milk bottle hooding machines. Smith-Lee will absorb the complete sales staff of Package Machinery's milk bottle division with the exception of T. Miller who will remain with the Package Machinery Co. as a liaison officer between the two companies.

AT THE ANNUAL meeting of the National Paper Box Supplies Assn., Chester A. Gage, vice president and director of sales of National Starch Products, Inc., New York, N. Y., was re-elected president for the ensuing year. William H. Fricker, sales manager of M. D. Knowlton Co., Rochester, N. Y., was elected vice president and H. E. Roden became secretary-treasurer. Carl A. Claus, vice president and sales manager of the New Jersey Machine Corp., Hoboken, N. J., succeeded Carl H. Lambelet of the same company as trustee and Charles H. A. Feuss of Stein, Hall & Co., Inc., New York, N. Y., was re-elected a trustee for a three-year term. Other trustees are Philip F. Rudolph, Philadelphia, Pa.; Alfred A. Anders, Chicago, Ill.; Frank Branscombe and William E. Madden, both of New York City.

PATENTED PAPER PACKAGES, Cincinnati, Ohio, holders of the Frame-Vue patent for manufacturing folding cartons, has announced the appointment of Harold O. Dailey as the company's representative in the New York City territory.



No. 17-A. Improved Automatic Tube Filling, Closing and Crimping Machine

**YOUR IMMEDIATE ATTENTION IS CALLED TO THIS NEW
No. 17 IMPROVED AUTOMATIC TUBE FILLING, CLOSING
AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES.
TYPE "A" for PASTE. "B" for POWDERS. "C" for LIQUIDS.**

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

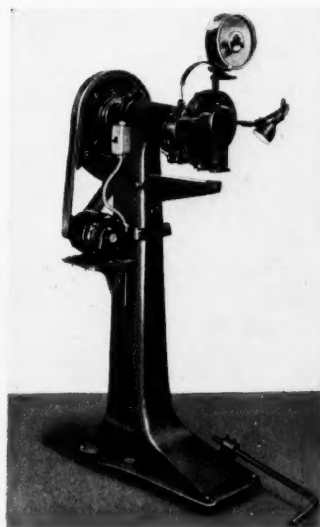
1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting the machine proper. One for stopping and starting filling mechanism.



Electric Drive Stirring Device as shown is recommended for materials that do not flow readily in our standard hopper.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

ARTHUR COLTON CO.
2602 JEFFERSON AVE., EAST
DETROIT MICHIGAN

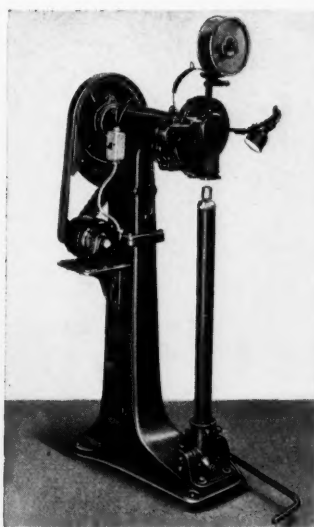


Improved Latham No. 34 Box Stitcher

For stitching shipping containers, suit boxes, folding, display and set up boxes, leather goods, paper bags, and for many other manufacturing operations.

12" throat length.

Uses .017 or .020 ribbon wire; No. 1 or No. 2 Hybar wire.



Improved Latham No. 34-B Bottom Stitcher

For bottom stitching the regular line of corrugated and solid fibre slotted containers. Ample clearance between stitcher head and post enables operator to work rapidly with post in upright position on many sizes. Single pedal control of stitching post and stitching mechanism aids in rapid production of larger sizes.

**BEFORE YOU BUY
Investigate These Two
IMPROVED LATHAMS**

These two moderately priced Stitching Machines have many features heretofore found only in the highest priced Stitchers: Speed up to 300 stitches per minute; wide clearance between stitcher head and clinchers; positive control of wire, assuring uniform stitches; formers and drivers reversible, doubling their length of service; electric switch with protection against overload; reliable ring type clutch; head removable as a unit; adjustable working light; durable V-belt drive, and other features.

Ease of operation, high speed, modern construction and materials used are based on experience gained in 54 years of stitcher building.

Ask for new illustrated circular, giving you more complete information.

DEXTER FOLDER CO.
330 W. 42nd St., N. Y.

Chicago: 117 W. Harrison St.
Boston: 185 Summer St.
Dallas: J. F. Carter,
5241 Bonita Ave.

Philadelphia:
5th & Chestnut Sts.
Cincinnati:
3441 St. Johns Place

For Your Information File

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

F. J. STOKES MACHINE CO., Philadelphia, Pa., has issued a new catalog of its pharmaceutical equipment. The publication illustrates and describes a full line of single punch and rotary machines for making pharmaceutical tablets and specialties. Granulators, mixers, dryers, coating and polishing pans and other types of pharmaceutical equipment are shown, as well as tube filling, closing and sealing machines, powder fillers, water stills, etc. Various types of laboratory equipment and machines suitable for small-scale production purposes are described. A feature of this catalog is pages of factual information covering subjects such as tablet making procedure, selection of equipment, preparation of granulations by the slugging method, importance of punches and dies, etc.

"I'LL BOTTLE YOUR LOVE" is the title of a song combining the themes of romance and glass packaging, published under the sponsorship of the Glass Container Assn. of America, New York, N. Y. Although presented principally as entertainment, the song is part of a consumer promotion program being conducted by the trade group to popularize glass containers. The lyric was written by Scott Faron, advertising manager of the Association and the music by Michael Field, a professional song writer.

A MANUAL OF TAPES for corrugated box manufacturers has been published by the Nashua Gummed & Coated Paper Co., Nashua, N. H. In addition to presenting actual samples of a complete line of corrugators' tape, the booklet offers concise information for purchasing, sales and manufacturing departments of corrugated box plants.

"SHORT CAKE—an Opportunity for Long Profits" is the title of a brochure issued by Shellmar Products Co., Mount Vernon, Ohio, pointing out to bakers the opportunity for increased sales volume which lies in the production of short cake of the correct type for a

particular locality, properly packaged and soundly merchandised.

THE UNITED CONTAINER CO., Philadelphia, Pa., has issued a new brochure entitled "What Is Color-gated?" describing its new product—corrugated, single-faced and double-faced, color-printed board. A supplement to the brochure is designed to answer questions of the box manufacturers regarding the material.

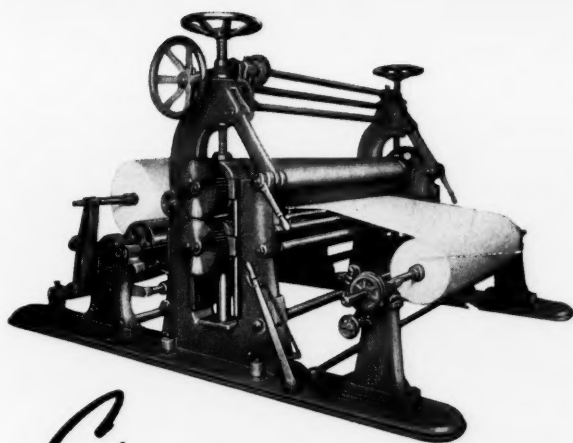
"BACK OF THE PRINTED WORD" is the title of a profusely illustrated booklet which outlines the steps in the manufacture of modern printing inks. Issued by International Printing Ink Division of Interchemical Corp., New York, N. Y., the book contains 29 full-page black and white photographs depicting the many steps which go into formulating, producing and testing the variety of printing inks which industry requires. Each picture is accompanied by a brief explanatory paragraph.

A \$6500 PRIZE CONTEST, open to beer retailers in Massachusetts, Connecticut and Rhode Island, for store displays of beer in "no deposit" bottles, has been announced by the Glass Container Assn., New York, N. Y. The contest follows up a vigorous advertising campaign in these states last summer, introducing the lightweight throw-away bottle which the glass industry designed for no-deposit beer purchasers. The contest starts July 1 and closes at midnight on July 31. Prizes will be awarded to winners by August 22. Awards range from \$10 to \$2000 and will be given for the best two-week displays and promotions of "no deposit" bottles of beer and ale during July.

"SEALING OF CORRUGATED and Solid Fibre Containers" by J. D. Malcolmson, technical director of Robert Gair Co., Inc., New York, N. Y. This 36-page booklet is generously illustrated and contains detailed information on all kinds of closures—adhesives (and sealing and automatic sealing), gummed paper tape, metal stitches and staples and metal straps or wire. This handy and valuable text book on container closures is so written as to serve as a ready reference book for the box maker, the shipper and the carrier.

On page 94 of the June issue of Modern Packaging, we erroneously affiliated J. C. Dabney with the G. M. Basford Co. Mr. Babney is sales manager of the Harris-Seybold-Potter Co., Seybold Division, Dayton, Ohio.

The article in the June issue of Modern Packaging, entitled "Automatic Handling of Large Bottles," and discussing new packaging equipment and procedures at the Garrett & Co. wine plant, omitted credit for the supply of adhesives. Both bottle label and case sealing glues used on this line were specially formulated for Garrett & Co. by the Bingham Bros. Co.



Standard EMBOSSEER

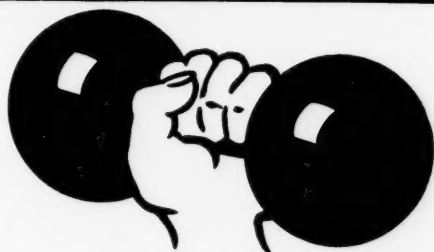
For tissues, cardboards, cover stocks, offset papers, liner boards and other paper materials taken off jumbo rolls and delivered to the rewinder.

Unit illustrated has single drum winder but same unit may be furnished with double drum or friction shaft winder.

Hudson-Sharp embossers may be obtained in varied designs for any purpose. Hudson-Sharp steel embossing and paper rolls are specially designed for any embossing purpose.

HUDSON-SHARP

MACHINE CO. • GREEN BAY • WIS



Gripping Strength

In the Findley line there are hundreds of different adhesives . . . one for every industrial need. Every one has adhesive qualities . . . "gripping strength" . . . beyond ordinary requirements. When a standard Findley adhesive will not serve, we are equipped to formulate one that will. Our success is based upon providing the adhesive that will work best for you. Let us prove this statement.

OUR FACILITIES ARE AT YOUR SERVICE. WRITE TODAY!

The F. G. Findley Co.

1237 N. TENTH ST., MILWAUKEE, WISCONSIN

PASTES
GLUES
GUMS

LUSTEROID



Resilient Lusteroid cellulose vials and tubes are economical to ship because they are so strong. They require no expensive wadding or packing. They are extremely lightweight, also, and this, combined with the absence of heavy excess packing materials, makes for minimum shipping weight.

Breakage losses incidental to shipping and rough handling are eliminated when you use Lusteroid containers—for Lusteroid is practically unbreakable.

Lusteroid packages are easy to fill, take most closures, come in every color (either transparent or opaque), have multicolor labels processed integrally in their manufacture.

Try Lusteroid tubes or vials for your next packaging or sampling problem.

A note or phone call will bring an answer without obligation.

LUSTEROID CONTAINER CO., INC.

Formerly Lusteroid Division of The Silcock-Miller Company

12 Parker Avenue, West

SOUTH ORANGE, NEW JERSEY

TREE TAG SOLVES TAX PROBLEM

(Continued from page 52)

on tags, but most of these were found to be so expensive that little or no income for policing remained. Or they found that tags were made of lightweight paper which rain and snow demolished in short order. Many tags have been used since 1935, but it was only recently that the Minnesota state authorities finally found the tag which, they claim, solves all their problems.

The tag being used now is made of water-proof stock and has, in practice, proved to be strong enough to withstand snow, rain and high wind. The locking device adopted is practical in application (in that the logger out in the woods can easily attach it to trees) and it is not prohibitive as to cost. The lock is constructed to two small metal stampings, one fitting snugly within the other. The protruding edge of one stamping is so designed as to depress small springs in the other when the two are snapped together, the springs firmly holding the edge of the stamping. Any effort to open the lock merely causes the springs to tighten. Thus the device cannot be unlocked without destroying the tag itself.

Credit: Tag designed and produced by the Dennison Manufacturing Co.

UNIQUE FILLING AND SEALING SET-UP

(Continued from page 82)

that used for an ordinary overhead crane. The support permits of travel from left to right of approximately 30 ft. Front and back motion is likewise permitted by the hanging arrangement and the stapler itself is mounted on a device which permits it to be turned sideways, up or down or at any desired angle. Thus any position may be obtained without undue effort on the part of the operator. In fact, the unit is so well balanced that a safety match will not break when used to turn it to a desired position.

This flexibility is required first because the operation must be fast and second because the bags—when filled—sometimes vary as much as 1½ in. from the horizontal and vertical planes. Oftentimes, one end of the bag is fully 1 in. higher than the other. This is due to the fact that the speed of filling does not allow the bags to seek and find a constant position in the metal containers because of friction, air, temperature, speed and other factors.

To operate the stapler, sensitive electrical button switches are provided on either side of the unit. An electromagnetic device receiving this impulse from the

operator, through the above mentioned button, causes the stapler to place one staple each time the clutch is released.

With this equipment, the company has been filling and sealing several thousand bags per day and reports indicate unusual economy of operation.

Credit: Stapling equipment designed and manufactured by Bostitch, Inc.

NEW ANGLES ON GIFT WRAPPING

(Continued from page 41)

in creating a gift demand for merchandise not usually considered in that class. In this manner it is frequently possible to move items that have become slow-selling merchandise.

"Sheets and pillow cases would not normally be a heavy gift item. During the Christmas season of 1937, we did 600 packages of these for Abraham & Straus, including 300 pairs of pillow cases which had become absolutely dead stock. No markdown was taken and the cost of the wrapping was added to the price. Every one was sold. As a direct result of this experience, the book buyer gave me 1000 children's books to wrap. He had not been able to sell them even after taking a drastic markdown. After wrapping, he sold every one, marked back to the original price. Wrapped three in a package, the cost of wrapping came to only a few cents per book.

"In the same category as pre-wrapping is the preparation of gift containers designed for specific merchandise. These are displayed and sold at the same counter as the merchandise for which they are designed. For instance, the hosiery department at Altman's—1938 season—sold about 600 boxes at 55 cents each (for the box alone) and the buyer felt the idea helped to promote sales."

Individual wrapping services for the store's customers is likewise offered by the Mary Lull organization. Miss Lull explains, "At the customer wrap booth, the customer selects her own materials and package styles from a display of gift packages and pays a fee for the service."

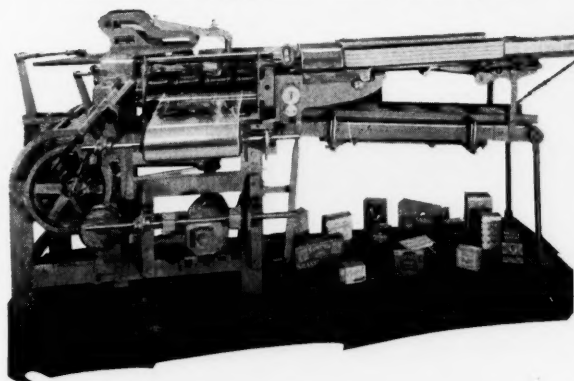
That this type of service has been successfully received by consumers is illustrated by Miss Lull's report: "The customer wrap booth at one department store was not opened until December 16. In the eight days before Christmas, it took in about \$500 against costs of approximately \$225 to \$240 for labor and materials. Charges ran from 15 cents to \$2. These figures are comparatively small. They are the result of the cautious beginning a store would naturally make in trying out a new idea. However, the speed with which the pre-wrapped merchandise moved at Abraham & Straus and the tremendous and immediate consumer response to the customer wrap booth at Altman's, McCutcheon's and

HIGH-SPEED, LOW COST WRAPPING MACHINE

The famous Hayssen Package Wrapping Machine wraps 1800 packages perfectly per hour in any heat-sealing material. Low capital investment, low upkeep and the necessity of having only one operator in attendance makes the Hayssen machine truly economical equipment.

HAYSEN MFG. CO.
SHEBOYGAN WISCONSIN

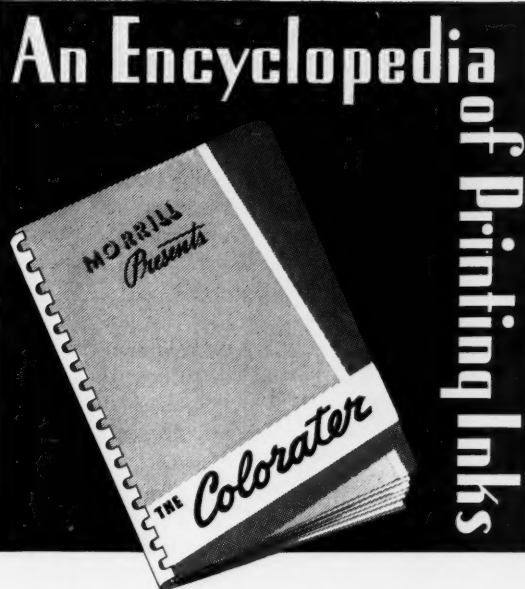
Builders of Wrapping Machines for more than 25 years.



OPEN Territory for LABELING & PACKAGING MACHINERY & MATERIALS

Because the present lines of packaging machinery we are handling have brought us inquiries from domestic and foreign customers for other types of packaging equipment, we are in the market as an agency for reputable manufacturers of good labelling and cartoning equipment. We are also interested in other types of packaging machinery. We do not handle competing lines. Manufacturers of quality packaging materials such as paper, wood, plastics, paper-board, etc., are invited to inquire, also. Please state what territories you have open.

Box 116
MODERN PACKAGING
122 East 42nd Street, New York City



You asked for it—and we are giving it to you—gratis! It is not only unique, but the most complete color and ink selection guide ever compiled. Ingeniously designed and attractively printed, the Morrill Colorater offers a wealth of valuable and helpful information.

The Colorater, in seven sections, covers job and Commercial colors, Bond Inks, Dullset Inks, Sil-Vor Plate, Process Colors, Morr-Glos Inks and Poster Inks. Each ink is shown on the type of stock for which it is intended.

Write immediately on company stationery for your copy, as we cannot guarantee unlimited distribution.

MODERNIZE WITH MORRILL

GEO. H. MORRILL CO.

Division - General Printing Ink Corporation

100 SIXTH AVENUE, NEW YORK, N. Y.

Boston · Philadelphia · Chicago · Detroit · St. Louis · Fort
Worth · Minneapolis · San Francisco · Los Angeles · Seattle

Bloomington's are indicative of the possibilities of sales promotion through these channels.

"The highest seasonal peak, of course, is Christmas," Miss Lull maintains. "There are, however, many small peaks during the year for Valentine Day, Washington's Birthday, St. Patrick's Day, Easter, Mother's Day, Father's Day, June weddings, etc. Furthermore, there is a gift demand throughout the year for birthdays, weddings, showers, baby presents, week-end presents, etc., and this can be stimulated by gift wrap service and pre-wrap baits."

"There is also a year-round field for pre-wrapping—gifts to sell during the small peaks, but more particularly as a device for moving slow-selling merchandise."

Gift wrapping departments require some executive supervision if they are to function smoothly and efficiently. Miss Lull states, "The mechanical work of gift wrapping can be handled by relatively inexpensive employees—\$16 to \$18 a week with possibly one supervisor at \$30 during the Christmas season. However, a gift wrapping department cannot be organized or carry on successfully for more than a limited period after organization without continuing executive supervision and creative designing. There must be someone who has the time and ability to: (1) Plan with the buyers what merchandise to pre-pack, pointing out to them what items can best be promoted by gift wrapping, (2) study the slow-selling merchandise during the year and devise ways of spotlighting it through the facilities of the gift wrap workroom and (3) keep the styling of the packages original, interesting and good.

"The workroom at one store was not set up until about November 15. This meant that all the work of training girls, designing and making up sample packages—which should have been done in October and early November—had to be carried on at a time when the demand for gift wrapping was already rising toward its peak.

"The store was skeptical regarding the practicability of a gift wrap booth on the main floor. However, the demand became so great—through the display packages—that a booth was finally opened on December 16. The customer wrap service thus functioned for only the last third of the normal Christmas shopping season. In spite of these handicaps and in spite of the fact that it received no publicity, the department broke even with an intake of approximately \$1750."

A number of most interesting conclusions—applicable not merely to gift wrapping services, but to all gift packaging—are to be drawn from the experiences of Miss Lull's organization.

First, experience has proved that gift wrappings need not be expensive. The material cost of all the packages illustrated ranges from as low as 3 cents to a top of 23 cents, with an average in the neighborhood of 10 cents. Allowing for the economies of quantity buying incident to pre-packing by the manufacturing packagers, this figure might well be lowered.

A second point worth noting is that these are all premium price packages. The consumer willingly pays

for the package in addition to paying for the merchandise. Furthermore, it is not the least expensive packages in the line that sold the best. Although good-looking packages are carried at prices as low as 15 cents, the largest selling items are priced at 35 cents and a surprising number are sold at 50 cents and over.

Credit: Fancy papers supplied by Hazen Paper Co., Royal Paper Corp., Wyomissing Glazed Paper Co. and Louis Dejonge & Co. Cellophane ribbon supplied by Hy-Sil Mfg. Co.

SOLVING TOY MERCHANDISING PROBLEMS

(Continued from page 28)

The new construction had the additional advantage of simplifying packaging operations in the plant. Another problem solved by the new design lay in the reduction of the number of packages required to cover the company's broad line consisting of some 18 odd sets. Although each assortment differs from all the others, it was found possible to use two sizes of carton to cover the entire line. Seven different sets in the 50 cent category and eleven sets in the \$1.00 group are carried in cartons of virtually identical construction. The only differences in structure from set to set are found in the die-cutting of the platforms.

The one-piece structure of the drop leaf container provided another advantage in the packaging plant in contrast to the two-piece telescopic box in that there were no parts to become separated and no cumbersome lids to be taken care of and reassembled after the package base had been filled.

The problem of identifying each differing set was simplified by the adoption of the card insert system at the package ends. Cards of differing colors were utilized to aid dealers in quickly recognizing the items identified by each card.

Although the basic designs met with the approval of the company's packaging committee upon the occasion of their first submission, an extensive series of test interviews were carried out to check the designs. Only after the wholehearted approval of the factory staff, of department store buyers and jobbers and individual consumers had been obtained was the green light given and the package placed into production. A final test, with a sample run at a Toy Fair, produced so many orders—in addition to winning a Grand Trophy prize of the Toy Package Competition—as to induce the company to go into production on the new packaging scheme without further reservation or pause. Redesign was even extended to the company's promotional material, such items as catalogs being dressed up along more modern lines than had ever formerly been utilized.

Credit: Design by Martin Ullman.



WHEN THEY SEE ... YOU SELL!

This TRANSPARENT
COUNTER DISPLAY
by Weinman SELLS GOODS

A MERCHANDISING IDEA
THAT'S REALLY "HOT"!

Transparency features "Open Display"—power of suggestion creates "impulse" sales! This is the type of display that takes your merchandise from under the counter and puts it up front in the "Sales Spot"!

WRITE FOR FREE ILLUSTRATED CATALOG and Price List (or send your product to be packaged the transparent way—no obligation).

WEINMANN TRANSPARENT PACKAGES

are made in an endless variety of shapes, sizes, and styles—with transparent or metal covers and bottoms—plain, or printed in one or more colors.

WEINMAN BROTHERS

TRANSPARENT BOX HEADQUARTERS

325 N. Wells St.

Dept. MP

Chicago

(EXPERIENCED SALESMEN WRITE)

For Your Labels, Wraps,
Posters, Displays and
other printed matter

LACQUER COATING
VARNISH COATING
GUMMING WAXING

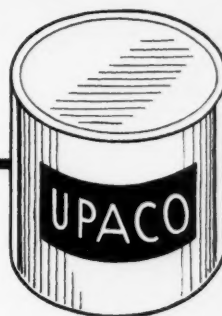
Efficient, specialized machinery
... fifty-eight years' experience...
great skill... assures that Lowery
and Schwartz will do a coating
job for you of higher quality,
prompt delivery, low cost... su-
perior in all respects.

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WE FAVOR ADEQUATE
PREPAREDNESS FOR
NATIONAL DEFENSE
AND RECOMMEND
ENLISTMENT IN THE U. S.
ARMY TO ELIGIBLE
YOUNG MEN.

THAT "JUST AS GOOD ADHESIVE"
MAY ADD TWENTY PERCENT
TO YOUR LABELING COST



If you have been getting along with an adhesive that does a pretty good job—most of the time—it may pay you handsomely to stop and consider what savings the correct UPACO Adhesive formulae will provide.

Continuous smooth machine performance—with minimum return and damaged labels.

Try UPACO Labeling Adhesives for that extra machine efficiency at no extra cost.

TO LOWER LABELING
COST CALL IN THE
UPACO ENGINEER

UNION PASTE CO.

1605 HYDE PARK AVE., HYDE PARK, MASS.

MUSICAL NOTE FABRIC DISPLAY

(Continued from page 68)

A unique method of fastening the fabrics has been worked out. Circular pieces of $\frac{3}{4}$ in. wood fit snugly into 15 die-cut holes, representing the musical notes. These blocks hold the cloth swatches and accommodate fabric samples of various thicknesses by means of bevelled edges. These color samples may be removed or changed at any time by simply forcing the disc out of the note and inserting a new fabric sample.

The entire display is finished in lacquer which may be cleaned by washing with soap and water. Because of the substantial construction and washable semi-gloss lacquer finish, the unit is adaptable to itinerant use.

The novel display unit is shipped to the dealer in a corrugated container which carries, in addition to the staff and clef, a full line of color samples and wood blocks for displaying the fabrics.

Credit: Display designed and made by The Displayers.

NOTHING "STATIONARY" ABOUT THESE PACKAGES

(Continued from page 30)

rating problem is one of explanation and the cover of the container, therefore, carries four-color reproductions of a number of the cards and envelopes appropriately colored to suggest color schemes to the child user.

It is interesting to note that while the atmosphere of quality has been achieved in every item in the line, few of these are expensive items. The average price is in the neighborhood of \$1.00 per box, with a number of items retailing at 50 cents. This is made possible by a package-designing plan which achieves high style in decoration through the use of simplicity of design rather than elaborateness.

All boxes are shipped in protective, undecorated, stayed containers, but carry additional protections in the form of transparent cellulose overwraps.

Credit: Box papers by Hampden Glazed Paper & Card Co., Hazen Paper Co. and The Marvellum Co. Foils by Hampden Glazed Paper & Card Co.

DISPENSING DISPLAYS

(Continued from page 65)

be refilled by the dealer from behind-the-counter stock and enjoy a relatively long life. Similar types, constructed of folding boxboard, but stapled to achieve

set-up box rigidity, are likewise widely utilized. These may be eased or may stand upon their own bases and usually follow the general line of design described in the section discussing folding carton types.

Another variation of the boxboard type is the panel display, to the back of which are stapled or cemented the necessary pieces of folding boxboard to form the guides or housings for the column of merchandise. The fronts of such panel displays are die-cut to provide a view of several packages in each column, but to permit the removal of only the bottom package. Among unusual variations possible in this field is the sampling display designed along the lines of the panel display and equipped with a consumer-operated device permitting a portion of the product to drop into the dispensing receptacle from a reservoir package on the rear of the display. This reservoir package is positioned by the dealer. A unit of this sort, of course, is not truly a package dispenser, but rather a merchandise sampler built along dispenser lines.*

** This study will be continued in the August issue of Modern Packaging. Part 2 will discuss and illustrate dispensing displays of wire, sheet metal and wooden construction—types designed for merchandise of a character requiring displays of greater permanence.*

REDESIGNED HOUSEHOLD ACCESSORY FAMILY

(Continued from page 42)

ble tubes. The whole line has then been promoted to dealers as a "matched line" designed to be displayed in its entirety and to form virtually its own department in a store.

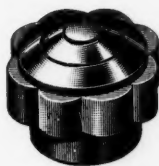
The effect of the newly designed packages is reported by the company to be beyond all previous expectations. Since the new cans and bottles were introduced on the first of the year, sales have increased over 33 percent.

Coincident with redesign to effect family relationship, a number of improvements in package structure have likewise been attained. An outstanding example of this is the new mending kit package for novelty store sale. The kit consists of four collapsible tubes attached to a display card of patented construction and shipped with cardboard protectors to insure preservation of tube appearance right up to the display point. The display card has a dual function, being eyeleted to permit the housewife to hang it on the wall where all four tubes are then accessible to meet any household mending emergency.

Credits: Display cards and patented mending kit display device by The U. S. Printing and Lithograph Co. Glass containers by Owens-Illinois Glass Co. Tin containers by Owens-Illinois Can Co. Bottle labels by Stecher-Traung Lithograph Corp.

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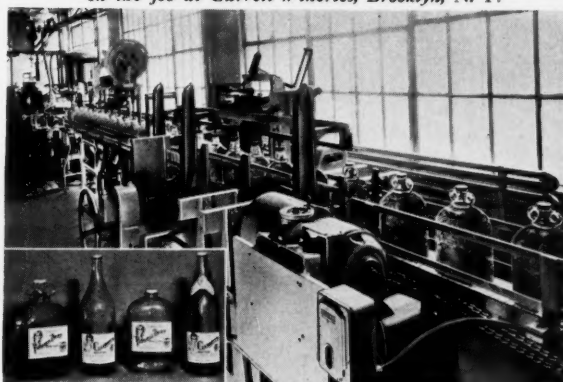
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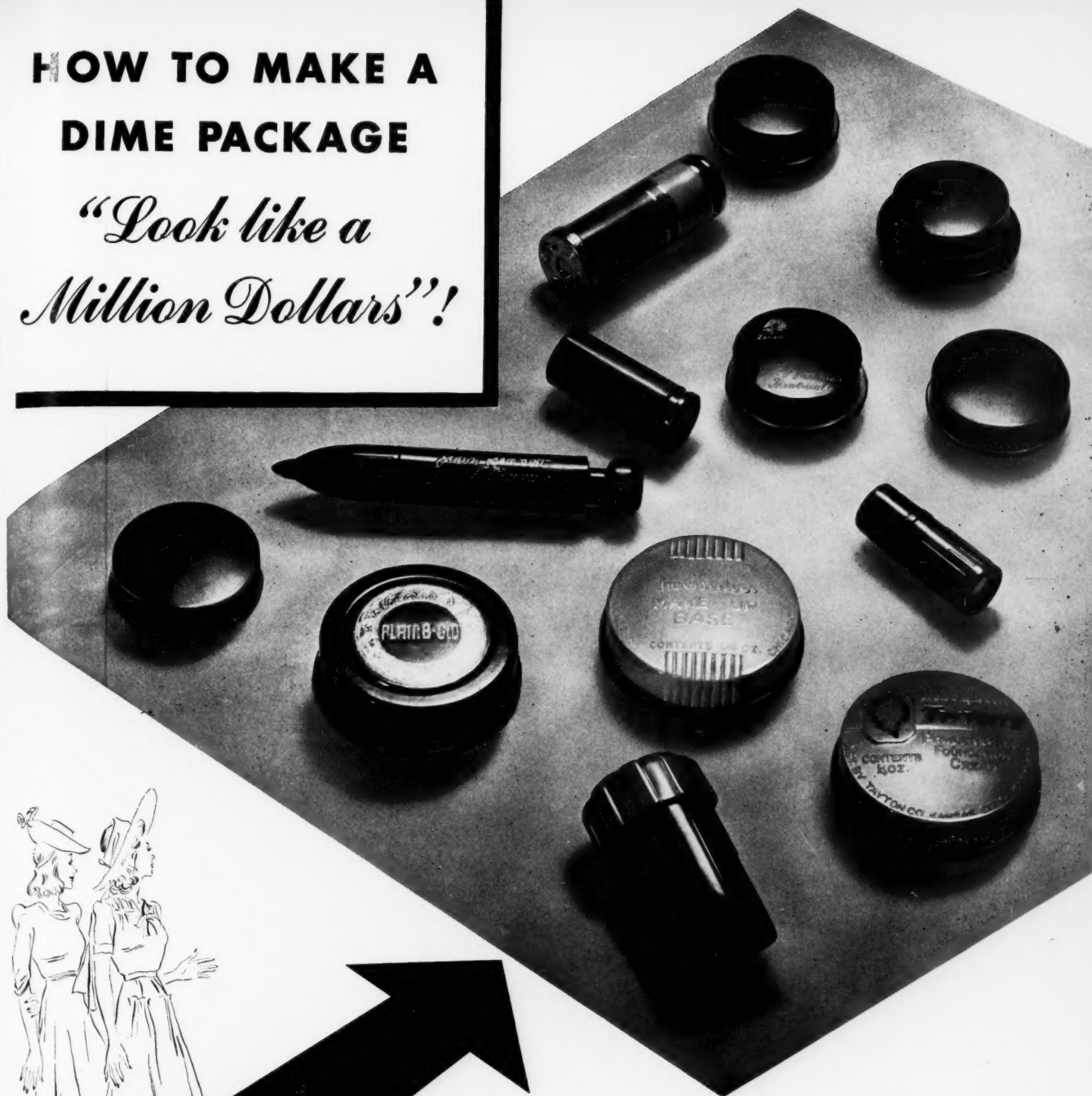
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